JULY 19, 1948 PRICE 25 CENTS

TECHNOLOGY DEPARTMENT

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

TECHNOLOGY DEPT. PUBLIC LIBRARY DETROIT 2, MICH

PUBLIC LIBRARY JUL 20 1948

WOR sells everything mutual

AMUSEMENTS

BROADWAY & 50TH ST. ENTERPRISES, INC.
PALISADES AMUSEMENT PARK
PARAMOUNT PICTURES, INC.
RATHÉ INDUSTRIES
RKO RADIO PICTURES, INC.
REPUBLIC PICTURES CORPORATION
RINGLING BROS. & BARNUM & BAILEY
ROY ROGERS CIRCUS
SELECT THEATRES CORPORATION
SELZNICK RELEASING ORGANIZATION
THEATRE GUILD, INC.
TWENTIETH CENTURY-FOX FILM CORP.
UNITED ARTISTS CORPORATION
UNIVERSAL PICTURES CORPORATION
UNIVERSAL-INTERNATIONAL PICTURES, INC.

AUTOMOBILES

CHRYSLER CORPORATION
GENERAL MOTORS CORPORATION
STUDEBAKER CORPORATION

BEVERAGES

ASCEGLIA BROTHERS WINE CORP.
BEHN EICHLER BREWING COMPANY
CAMBARELLI AND DAVITTO
CARBETT & COMPANY, INC.
J. BOHEME VINEYARDS CO.
CITRI WINE COMPANY*
CRIBSAM AND HORMAN BREWING CO.
DEPPERT BREWERY, JACOB
DIBARA PRODUCTS COMPANY

CLOTHING AND APPAREL (by mfrs.)

DALI BRASSIERE COMPANY, INC.
DARBIZON CORPORATION
BENJAMIN AND JOHNES, INC.
BYER-ROLNICK HAT COMPANY
CAN RIVER MILLS, INC.
CHEE'S FOUNDATIONS INC.
CORWITZ & DUBERMAN*
INTERNATIONAL EXPOSITION CO.
DASH, INC.
DAINBREAKER COMPANY
DARDUST, INC.
DIAMOUNT CLOTHING COMPANY*
DIAN RAALTE COMPANY, INC.

CONFECTIONS AND SOFT DRINKS

DIAMEND COMPANY, FRED W.
DIAMERICAN CHICLE COMPANY
DIECH-NUT PACKING COMPANY
DIRICH COMPANY, PAUL F
DIRDEN COMPANY,
PIONEER BRANDS DIV. OF, THE
DIBEYER ICE CREAM COMPANY
DICA-COLA COMPANY, THE*
DICOLONIAL HOUSE CANDIES
DICOMIX-PRODUCTS, INC.
DIRSCH BEVERAGES, INC.
D. & M. LTD.
DICARLON CONFECTIONERY CO., THE
DIEPSI-COLA COMPANY**
DISTER PAUL, INC.
DIPHILADELPHIA DAIRY PRODUCTS CO.
DIPLANTERS NUT & CHOCOLATE CO.

CONFECTIONS AND SOFT DRINKS (Con't)

ROCKWOOD AND COMPANY
LOUIS SHERRY, INC.
SWEETS COMPANY OF AMERICA
WILLIAMSON CANDY COMPANY

DRUGS AND PHARMACEUTICALS

[illegible]
[illegible]
[illegible]
[illegible]
[illegible]
[illegible]
MILES [illegible] INC.*
MUBINE [illegible], INC.*
MUSTEROLE COMPANY
NONZEMA CHEMICAL COMPANY
PHARMACO, INC.*
PLOUGH INC.
POHL[illegible] PRODUCTS, INC.
ROY[illegible] CHEMICAL COMPANY
SEE[illegible] INC.
SER[illegible]
SMI[illegible]
SQU[illegible]*
[illegible] CHEMICAL COMPANY

FOODSTUFFS

[illegible]
ANGOSTURA WUPPERMANN COMPANY
ARNOLD AND ABORN
BEARDSLEY'S SONS, J. W.
BEATRICE FOODS COMPANY
BEST FOODS, INC.
BUITONI PRODUCTS, INC.
COLLEGE INN FOOD PRODUCTS CO.
CONTINENTAL BAKING CORPORATION
[illegible]
DU[illegible] JERSEY [illegible] INC.
[illegible]
FIS[illegible] COMPANY
FLO[illegible] CITRUS [illegible] EXCHANGE
FRI[illegible] INC.
FRUIT[illegible] PREPARING COMPANY
GENERAL BAKING COMPANY
GENERAL FOODS CORPORATION
GOODMAN & SONS, INC., A.
GRASS NOODLE COMPANY, I. J.
HANSCOM BAKING CORPORATION
HAWAIIAN PINEAPPLE COMPANY, LTD.
HELLER BROS. COMPANY, INC.
HERSHEL CALIFORNIA FRUIT PRODUCTS CO.
HILLS BROTHERS
HOUSE OF DELICACIES
[illegible] LABORATORIES, INC.
[illegible]
LIPTON COMPANY, THOMAS J.
MAGGI COMPANY, INC.
MALTEX COMPANY, INC.
MAXSON FOOD SYSTEM, INC.
MEGOWEN EDUCATOR FOOD COMPANY
MINNESOTA VALLEY CANNING COMPANY
MUELLER COMPANY, C. P.

FOODSTUFFS (Con't)

NATIONAL BIS[illegible]
NESTLE MILK P[illegible]
PENICK & FORD, L[illegible]
PHILLIPS PACKING C[illegible]ANY
PRATT'S FROZEN FOODS
PURE FOOD COMPANY, THE
PURITY BAKERIES SERVICE CORP.
QUAKER OATS COMPANY
RALSTON PURINA COMPANY*
CONVERTED RICE, INC.
RICHMOND-CHASE COMPANY
RITTER AND SUSSMAN
RITTER COMPANY, P. J.
SEEMAN BROTHERS
SHEFFIELD FARMS COMPANY
SIX O'CLOCK FOODS, INC.
SPARE WAY FOOD PRODUCTS
STANDARD BRANDS INC.
STAHL-MEYER, INC.
TAYLOR-REED CORPORATION
TREESWEET PRODUCTS CO.
UNITED FRUIT COMPANY
VENICE MAID COMPANY
P. G. VOGT & SONS
WANDER COMPANY, THE**
WARD BAKING COMPANY

GAS, OIL AND ACCESSORIES

RICHFIELD OIL CORP. OF N. Y.
SINCLAIR REFINING COMPANY
TIDE WATER OIL COMPANY

HOUSEHOLD EQUIPMENT AND FURNISHINGS

GENERAL ELECTRIC COMPANY
KEYSTONE VARNISH COMPANY
NOMA ELECTRIC COMPANY
OLSON COMPANY, THE
SAP[illegible] COMPANY, THE
SEA[illegible] MATTRESS COMPANY
THI[illegible] INC., RICHARD E.
[illegible]
VITA[illegible] CORPORATION
WAS[illegible] [illegible] AND FURNITURE COMPANY

INSURANCE AND FINANCE

[illegible]
COMMERCIAL CREDIT COMPANY*
MERRILL, LYNCH, PIERCE, FENNER AND BEANE
METROPOLITAN LIFE INSURANCE COMPANY
MUTUAL BENEFIT HEALTH AND ACCIDENT ASSOC. OF OMAHA*
NATIONAL CITY BANK
PUBLIC NATIONAL BANK & TRUST CO. OF NEW YORK CITY

RETAIL ESTABLISHMENTS

SIMON ACKERMAN CLOTHES, INC.
ADAM HAT STORES INC.*
BAUMANN, LUDWIG
BOND STORES, INC.
CONFORMAL FOOTWEAR COMPANY
JACK DEMPSEY'S PUNCHBOWL
HOLT-DELAND INC.

RETAIL ESTABLISHMENTS (Con't)

HOWARD CLOTHES
ICELAND RESTAURANTS
MAYAN'S RESTAURANTS
MCCLOSKEY STEAMSHIP
WILLOUGHBY CAMERA
WILSON SPORTING GOODS
WOODCLEFT RESTAURANTS

SOAPS AND HOUSEHOLD

AMERICAN CYANAMID
CELLO WAX COMPANY
COLGATE-PALMOLIVE
COUGHLAN MFG. CO.
CUDAHY PACKING
F. R. CORPORATION
GENERAL FOODS CORP.
GRIFFIN MFG. CO.
HUDSON PULP & PAPER
KIRKMAN & SONS
LEVER BROTHERS CO.
OPITZ, INC. JOHN
PARK AND TILFORD
PROCTER AND GAMBLE
RIT PRODUCTS CO.
SAGE LABORATORIES
SIMONIZ COMPANY
STANCO, INC.
SUTHO SUDS, INC.
ZONITE PRODUCTS

TOBACCO PRODUCTS

ACE MAIL ORDER
AMERICAN TOBACCO
BAYUK CIGARS, INC.
BLACK CIGAR STORE
BROWN AND WILLIAMSON
CONSOLIDATED CIGAR
LARUS & BROTHER
PHILIP MORRIS & CO.
SMOKERS SERVICE

TOILET GOODS AND C

AMERICAN HARD
AMERICAN SAFETY
ASSOCIATED LABORATORIES
BATHASWEET COR
BRISTOL-MYERS C
CARTER PRODUCTS
COLGATE-PALMOLIVE
CONSOLIDATED DR
CONTI PRODUCTS,
ELMAR LABORATOR
GALLOWHUR CHE
GILLETTE SAFETY
IMPERIAL LABORA
JOHNSON AND JOH
LAMBERT PHARMA
LEVER BROTHERS
MANHATTAN SOAP
MARLIN FIREARM
PHARMACAL PROD
POTTER DRUG AND
PROCTER AND GAM
RAYMOND LABORA
SANAPAK MFG. CO
STANLEY CO. JOH

They're almost ready...WHN's million-dollar new studios and offices at 711 Fifth Avenue! A few more equipment tests...a little more trim here and there...and we'll proudly open the doors of what we think to be the finest broadcasting plant in America. *But this is going to be more than just a move to new quarters!* We've been keeping under wraps some other important news too, news that will astound the whole radio world.

Watch for announcement of "*the day.*"

THE BIGGEST DAY IN OUR 27 YEAR HISTORY!

A red-letter day for advertisers in the nation's Number One Market!

50,000 WATTS . . . 1050 ON YOUR DIAL

PUBLIC LIBRARY
JUL 19 1948
DETROIT

Corralled!

for Alert Advertisers

THIS GREAT FOUR-STATE* MARKET WITH ONE STATION, ONE COST, AND ONE BILLING

It's a *Four and One-Half Billion Dollar* retail sales market, this four-state area of Eastern Ohio, Western Pennsylvania, West Virginia and Virginia served by WWVA. More than eight million people live and work in this foremost steel-and-coal belt; that they listen and respond to WWVA's friendly programming is proved by more than one million contacts in 1947 through mail response and personal appearances of WWVA artists. For more details, write or call WWVA—or Edward Petry & Co.

**Plus bonus coverage in Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.*

A FORT INDUSTRY STATION

WWVA

50,000 WATTS • • CBS • • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

AT INSTIGATION of Edgar Kobak, MBS president, complete review of radio rate structures may be undertaken in cooperative study by broadcasters and agencies. High agency quarters understood to be in agreement with Mr. Kobak's belief that investigation needed to determine whether present rate schedules are realistic or outmoded.

PEPSI-COLA, long-time heavy user of radio, through new agency, Biow Co., New York, planning most intensified advertising campaign in its history. Radio spots will play important part. Spot schedule already started in some areas, such as New York and Cincinnati.

PERENNIAL problem of "irritant" commercial copy, not taken care of by NAB code, may lead to pantry-shelf laboratory test under joint auspices of NAB, American Assn. of Advertising Agencies and Assn. of National Advertisers. Idea already discussed informally with advertising groups.

NETWORK-AFFILIATE relationships worrying FCC again. There's talk that year-old WING Dayton protest against ABC's insistence on six-month cancellation clause in affiliation contract [BROADCASTING, July 7, 1947] will soon get action and may inspire thorough review of problem by FCC, as WING requested.

SEASONAL spot advertisers preparing fall radio campaigns. Gardner agency is looking at availabilities for their Grove Labs. (cold tablets). Morse International, New York, preparing annual campaign for Vicks.

MOST TV-minded federal agency, Dept. of Agriculture, has jumped budget hurdle and is engaged in long-range planning for wide use of television in keeping farm populace informed on crop and market developments. Department, minus budget sanction for TV since start of fiscal year July 1, will reveal project in few days.

VISIT of James Lawrence Fly at White House Friday noon inspired speculation that ex-FCC chairman, who spent more than decade in government, might return to temporary federal service. Communications assignment with international aspect among possibilities mentioned. Ex-chairman strictly mum on subject of interview with President, which he requested.

LEVER BROS. planning to switch Bob Hope from Pepsodent to another product in autumn, it was indicated Friday. Possibility of ABC transcribed program mentioned for comedian, heretofore on NBC.

SIGN that Frank E. Mullen, president of G. A. Richards stations who resigned as executive vice president of NBC in mid-May will

(*Continued on page 90*)

Upcoming

July 19: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.

July 20-21: Georgia Assn. of Broadcasters, summer meeting, Henry Grady Hotel, Atlanta.

July 22-23: NAB Indoctrination of new board members, NAB Hdqrs., Washington.

(Other Upcomings on page 36)

Bulletins

WILSON SPORTING GOODS Co., Chicago, will sponsor football game between college All-Stars and Chicago Cardinals at Soldier Field, Chicago, Aug. 20, over full Mutual network. Harry Wismer, ABC sports director, will handle play-by-play and Harold (Red) Grange color. Armed Forces Radio Services to broadcast game. Ewell & Thurber Assoc., Chicago, is agency.

DEMOCRATIC Convention coverage cost NBC $275,000 in cancelled commercials, network said late Friday (early story page 22). Similar NBC figure for GOP conclave was $325.000.

INCREASED relay service for Voice of America broadcasts started over weekend by State Dept., using five more BBC transmitters to bring service from three to nine hours daily.

Business Briefly

DOUBLEDAY NEWS ● Doubleday & C returns to networks Sept. 12, 1:15-1:30 p (EDT), sponsoring weekly news series b John B. Kennedy, on MBS. Agency, Hube Hoge & Sons, New York.

$1,000,000 SPOT CAMPAIGN ● Kellogg Variety Package, New York, Aug. 2 start big campaign in 50 major markets for 8 weeks. Estimated cost, $1,000,000. Agenc Kenyon & Eckhardt, New York.

SHAMOKIN MILLS PLANS ● Shamoki Woolen Mills, New York, to use network radi television in fall campaign. Agency, Claire A Wolff, New York.

DE SOTO CHAIN BREAKS ● De Soto Divi sion of Chrysler Corp. to begin 52-week chai break campaign about Aug. 1 in 46 market Agency, BBDO, New York.

SPONSOR TV DRAMA SERIES

CHEVROLET Dealers Assn., in addition t sponsoring New York Yankees pro footbal games on WABD, DuMont video station, thi fall, also will sponsor half-hour dramatic serie tentatively titled *Chevrolet Playhouse* o WNBT New York for 13 weeks starting abou Sept. 1. Sponsor will probably present show Mondays, 8-8:30 p.m. Program is an NB package. Series may be sponsored later i season on other stations with various dealer picking up tab. Agency, Campbell-Ewald, N. Y

Military Ad Policy Draws NAB Protest

ADVERTISING forces, aroused last week by reported ruling disallowing tax deductions for advertising featuring products or services used by military, have banded together behind NAB in demand for public hearings by government board, which maintains misunderstanding exists.

Tempest touched off when reports reached advertisers that Joint Audit Coordinating Board of military, headed by Rear Admiral Frank Baldwin of Navy's Supplies & Accounts Division, intended to issue ruling, or proposed ruling, to effect that advertising costs are inadmissible on government contracts for supplies or services "except for Help Wanted and required public notices."

A. D. Willard Jr., NAB executive vice president, requested Friday that board hold formal ruling in abeyance pending hearings at which interested media could present arguments. Expected to join in opposition are Periodical Publishers Assn., Assn. of National Advertisers, American Newspaper Publishers Assn., and American Assn. of Advertising Agencies and perhaps Advertising Council.

Adm. Baldwin acknowledged his group was "engaged in making recommendations to Munitions Board on advertising which has no application to fixed price advertising," but denied it would turn topsy-turvy public service campaign and other forms of industry advertising.

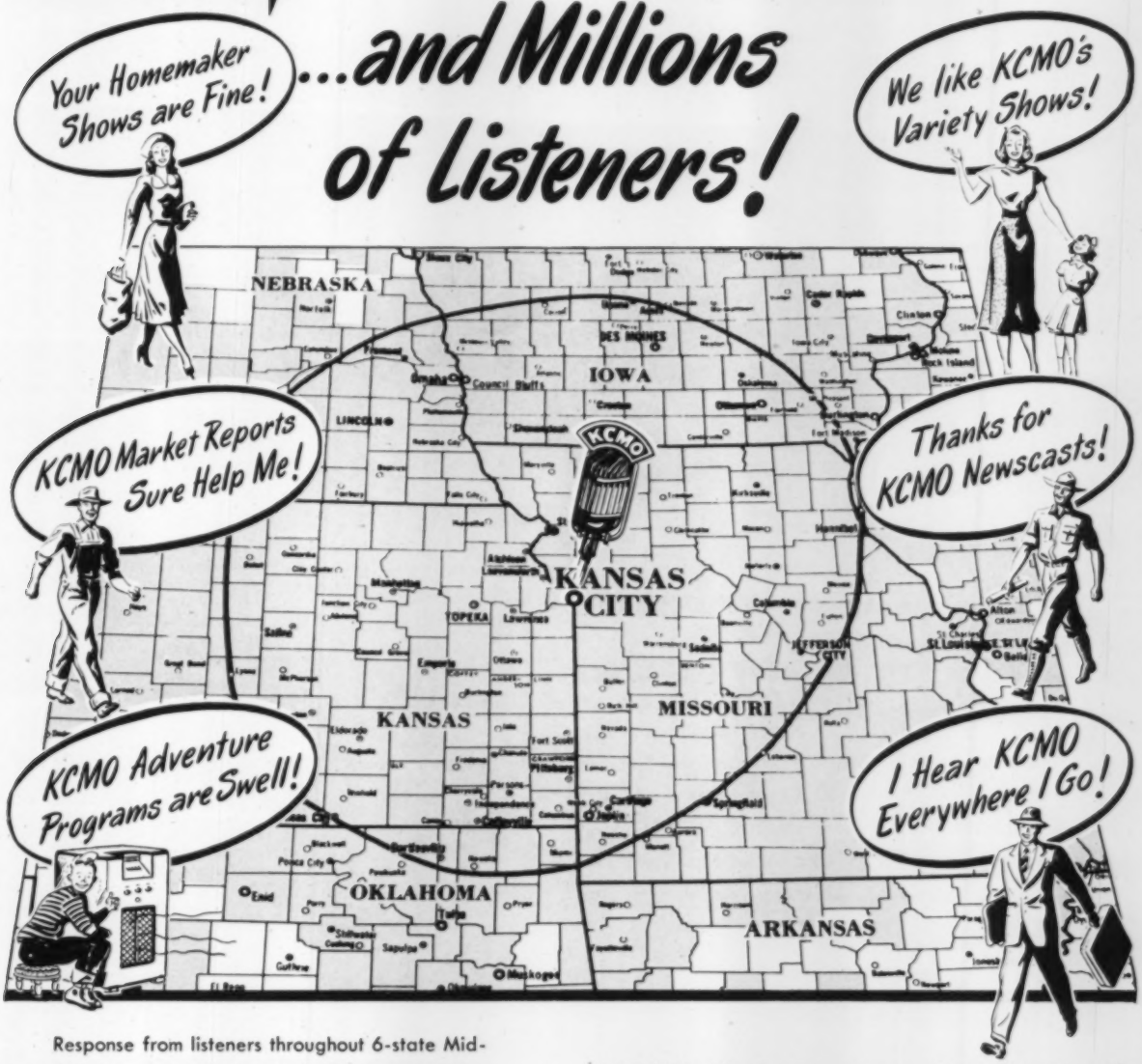
"The only thing we are interested in," Adm Baldwin said, "is the cost or cost-plus fe where the government shares some of th risk with the contractor." He indicated hi office was swamped with mail and telegram containing protests because government wa going to disallow tax deductions on this typ of advertising. "That is not so," Adm. Bald win declared, saying advertisers were "need lessly alarmed."

"We have issued no rulings," he said. "W have no authority to issue rulings. The Muni tions Board asked us to study the principl involved in advertising and make recommenda tions to them. We have made no firm commit ments. The advertising we have in mind ha no application to advertising of a competitive bid character, that negotiated between the government and the contractor. The govern ment will continue to allow deductions for ad vertising of commercial fixed price products."

One Does It in Mid-America!

ONE STATION • ONE SET OF CALL LETTERS
ONE SPOT ON THE DIAL • ONE RATE CARD

...and Millions of Listeners!



Response from listeners throughout 6-state Mid-America area indicates audience approval of KCMO's diversified programming. Mail response—(shaded area on map)—has come from 415 counties in 6 states, plus 22 other states not shown above!

Inside the measured ½ millivolt* 213-county area are over 5 million people . . . 54% rural, 46% urban. With KCMO's 50,000 watts daytime *non-directional*, you're sure of reaching the entire Mid-America market.

For ONE STATION coverage of Mid-America, center your selling on KCMO.

*50,000 Watts Daytime, Non-Directional

. . . . 10,000 Watts Night—at 810 Kc.

National Representative: John E. Pearson Co.

KCMO

. . . and KCFM—94.9 megacycles
KANSAS CITY, MISSOURI
Basic ABC Station for Mid-America

Our leading industry hangs by a thread...

One-fourth of the nation's cotton goods comes from Spartanburg County and the Spartan textile industry . . . the world's *largest* producer of cotton fabrics. We turn out $152,294,265 worth of cloth a year — and make capital of the fact that our leading industry hangs by a thread.

But industries generate only a part of the Piedmont's wealth. From the land, Spartan farmers draw 226 million dollars a year. Peaches, cotton, dairy produce and poultry combine with urban enterprise to balance the WSPA-Piedmont's *billion-dollar economy*.

That's why, when the Piedmont people go to market, they have $1,054,811,000 to spend.

And for the past 19 years they've gone to market over WSPA, South Carolina's oldest station — dominant in 17 counties of the Carolina Piedmont.

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffar, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

INDEX:

GENERAL NEWS ..... PAGE 22
TELEVISION ..... PAGE 27

DEPARTMENTS:

Agencies 8
Allied Arts 76
Commercial 54
Editorial 48
FCC Actions 84
Management 52
New Business 12
News 75
Open Mike 16
Our Respects to 48
Production 74
Programs 83
Promotion 88
Radiorama 42
Technical 78
Telestatus 18
Turntable 78

FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Ed Keys, Tyler Nourse, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan, Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*
George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadt, Barbara Birch.
AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*
Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD LEVI, *Manager*
David Ackerman, Warren Sheets, Chapalier Hodgson, Jeannette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

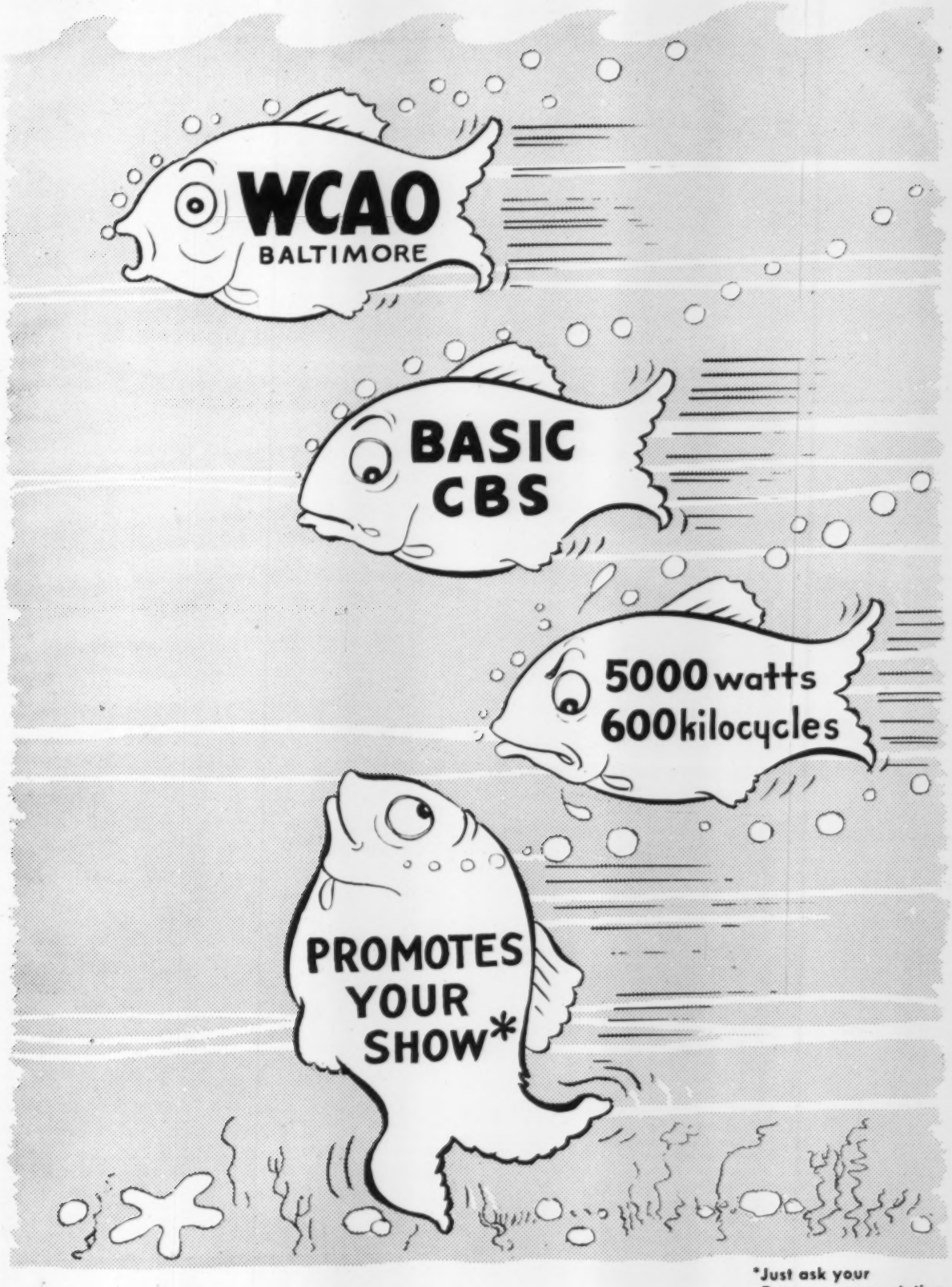
6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.
• Reg. U. S. Pat. Office
Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy



*Just ask your
Raymer representative

ON THE WASHINGTON SCREEN

RUTH CRANE, long Washington's favorite woman broadcaster, is now featured in her own television program, "THE MODERN WOMAN," on WMAL-TV. The program is packed with personalities, color, and human interest. Above, on a recent program, the television audience enjoys an authentic surprise bridal shower in honor of Miss Pat McDaniels. Miss Crane is standing just to the bride-to-be's left.

JACKSON WEAVER, an important part of both AM and TV versions of "THE MODERN WOMAN," is caught in the middle, as Officer Adam P. Scherl of the D. C. Police Department gives pertinent advice on how to outwit purse snatchers and thugs.

MR. JOHN GREER, eminent interior decorator, shows Ruth Crane and her television audience fashions in summer furnishings—a room decorated for cool summer living. Miss Crane's telegenic features make her a television natural.

TYPICAL OF programs featuring personalities from "Embassy Row," was the one in which the Ambassador of Iran participated. A colorful touch was added by the Misses Bakhtiar, who demonstrated Iranian tribal dances.

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

Agencies

ELEANOR REASONER, of media department of Brisacher, Van Norden & Staff, San Francisco, advances to radio timebuyer, succeeding MARIE EATON, resigned.

TAYLOR ADAMS, former account executive with Kudner Agency, and previously with Young & Rubicam, both New York, rejoins latter agency as account executive.

GEORGE J. KUHBACH, former account executive with Comstock, Duffee Co. and J. Jay Fuller & Assoc., both Buffalo, N. Y., appointed account executive with Lindsay Adv., New Haven, Conn. Among other duties, he will supervise radio accounts.

Mr. Kuhbach

BRIAN MacCABE, executive director of London office of Foote, Cone & Belding, appointed attache to British team in Olympiad in London.

YOUNG & RUBICAM, New York, newly merged radio-television department announces following new members: WALLACE CHATEAUVERT, transferred from another department; BROADDUS JOHNSON Jr., former program director of WYBC, undergraduate radio station at Yale; OGDEN KNAPP, formerly with Music Corp. of America and Foote, Cone & Belding; and WILLIAM H. BROWN Jr., former concert director of Julliard School of Music.

HERSCHEL DEUTSCH, formerly with Grey Adv., New York, joins Small & Seiffer Inc., New York. As part of his executive duties he will supervise all radio operations for the agency.

THOMAS P. CAREY, former partner in Burke, Dowling Adams Adv., and one time program director of international division of NBC, joins overseas staff of Foote, Cone & Belding International.

J. W. MILLARD, former vice president and general manager of American Home Appliance Co., San Francisco, and before that research director of Erwin, Wasey & Co., rejoins Kudner Agency, New York, in executive capacity.

JOHN ARCHER CARTER, formerly with J. Walter Thompson Co., New York, joins McCann-Erickson, New York, as radio script supervisor.

FLETCHER S. UDALL, former head of own San Francisco agency and previously on executive staff of American Assn. of Adv. Agencies in New York, and RICHARD RAILTON Co., San Francisco media advertising representative, combine to form Railton, Udall & Co., with offices in Manadnock Bldg., San Francisco. Los Angeles office to be opened with Mr. Udall as head.

LEONARD DAVIS, former commercial manager of WPJB (FM) Providence, R. I., forms Leonard Davis Adv. at 274 Main St., Worcester, Mass.

JON H. BJORNSON, Minnesota newspaperman and brother of BJORN BJORNSON of NBC Washington, joins Melamed-Hobbs Inc., Minneapolis agency.

C. L. (Ted) BAUM, former vice president and part owner of Short & Baum Inc., Los Angeles, and A. L. PAUL, of A. L. Paul Adv., same city, open combined offices in Los Angeles as Paul & Baum Adv. at 448 S. Hill. Telephone: Michigan 7844.

TOM ROSS, former account executive with Tullis Co., Hollywood, joins Lockwood-Shackelford Adv., Hollywood, in same capacity.

MRS. JANET WOLFF, former copy chief of Bennett, Walther & Menadier Inc., Boston, and previously in copy department of Compton Adv., New York, rejoins Compton in same department.

BOB SIMPSON, radio director of Young & Rubicam, Toronto, resigns. No successor named as yet.

MILLER-GOULD & Co., New York agency, moves from 35 W. 53rd St., to 277 Broadway. Telephone: BEekman 3-1514.

CORNWELL JACKSON, vice president and manager, Hollywood office, J. Walter Thompson Co., named radio director of Los Angeles Community Chest Drive starting end of September. Committee includes WAYNE TISS, BBDO Hollywood vice president;

(*Continued on page 40*)

LINOLEUM BLOCK PRINT OF VIRGINIA
FIELD BY CHARLES W. SMITH FOR WRVA

Sweet Potatoes make sweet music . . . .

YOU MAY or may not care for their homespun sound in a hillbilly band . . . but Virginia's 1946 crop value of the yellow tuber, totalling six and a half million dollars, helps keep cash registers singing in the Old Dominion! And $13,452,000 worth of white potatoes . . . Virginia's 1946 crop value . . make a sales-producing duet! These are another two of Virginia's outstanding crops which are making the lucrative billion dollar market so effectively and continually reached by Virginia's 50,000 watt voice . . . WRVA . . . represented by Radio Sales.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA

Profits Await Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRAW
READING, PA.
ESTABLISHED 1922

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO
STEINMAN STATIONS

Feature of the Week

TO THE GARISH aspect of the giveway, something new has been added—even advertising agency vice presidents get radio's jackpots . . .

Take Bob Parman, vice president of Ted Bates Inc., for instance. On one recent weekend, Mr. Parman, won a Gruen wrist watch from ABC for guessing the Hooper rating of the Louis-Walcott fight. From Mutual, he made off with a case of scotch by answering a phone call in connection with the network's new quiz show, *Three For the Money*.

Lest there be momentary misgivings, it should be added Mr. Parman won the liquor as part of extra-curricular activity—not on the air itself. For the past two weeks, the network has been querying advertising agency men and advertising clients on quiz tunes which form the format of its Saturday night show. They are quizzed early Saturday evening and notified the following Monday.

Prizes range from one bottle of scotch (consolation) to a case (for two sets of tunes correctly identified), with intermediate guesses netting the winner three bottles, half a case, etc.

Mr. Parman and his booty.

• • •

According to Mutual's New York publicity office, the stunt is primarily a promotion gimmick—directed for good will purposes at

(Continued on page 54)

On All Accounts

TED STEELE, vice president and newly appointed general manager of Benton & Bowles operations in Hollywood, ought not to be confused with Ted Steele, the well known bandleader. Yet the confusion persists, for Vice President Steele was a bandleader before forsaking the baton for the swivel chair. Mr. Steele retains his AFM card, although now he translates the letters to signify "A Former Musician."

Louis Thornton Steele took his pablum in Boston and his matriculation at Bowdoin College, Maine, where he majored in English composition between band dates with a local jazz group.

His first postgraduate job was as copywriter with the the Porter-Sargent Agency in Boston, from which he transferred to another Boston agency, Chambers & Wiswell. At the latter agency he wrote copy, serviced accounts and advanced ultimately to the post of assistant account executive.

TED

In 1932 Ted sacrificed his advertising career temporarily to join a musical group on the French liner, the *La Fayette*. Convinced finally that his paradiddles were no competition for the beating drums on the continent, he forsook Europe completely to return to America and advertising. He joined Louis Glasser Inc. in Boston, writing and producing air shows and performing other duties at the agency.

Five years later Ted went to New York and the Benton & Bowles agency as a member of the research department, and two years after that he was named account executive on five products of General Foods.

In 1942 he took temporary leave from the agency to join the Army Air Force. During his four-year military term he served as Army radio officer at the headquarters of Admiral Nimitz in the Pacific, and General Eisenhower in Europe, and was for one year executive producer of the *Army Hour*.

Returning to Benton & Bowles in 1946 as manager of the radio department, he shortly afterward was elected vice president and radio director under Walter Craig.

A further promotion came last month [BROADCASTING, June 28] when he was named general manager of the agency's operations in Hollywood. In this capacity he and Al Kaye, vice president and radio

(Continued on page 74)

POWER INCREASE
Starting
JULY 18
5 KW
NON-DIRECTIONAL
ON
550 KC
KOY
550 kc
PHOENIX
MANAGEMENT
AFFILIATED WITH
W.L.S. CHICAGO
CBS
NATIONAL
REPRESENTATIVES
JOHN BLAIR
AND COMPANY

Intermountain Network

offers coverage of this lucrative market

MERCHANDISABLE COVERAGE AREA

Population — 1,633,400

Radio Homes	Farms
406,200	94,601
Retail Sales	**Farm Income**
$1,168,785,000	$508,419,224

BONUS COVERAGE AREA

Population — 92,127

Radio Homes	Farms
20,780	7,123
Retail Sales	**Farm Income**
$82,734,000	$43,354,774

20 HOME TOWN MARKETS COMPRISE THE INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan
KSVC, Richfield

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

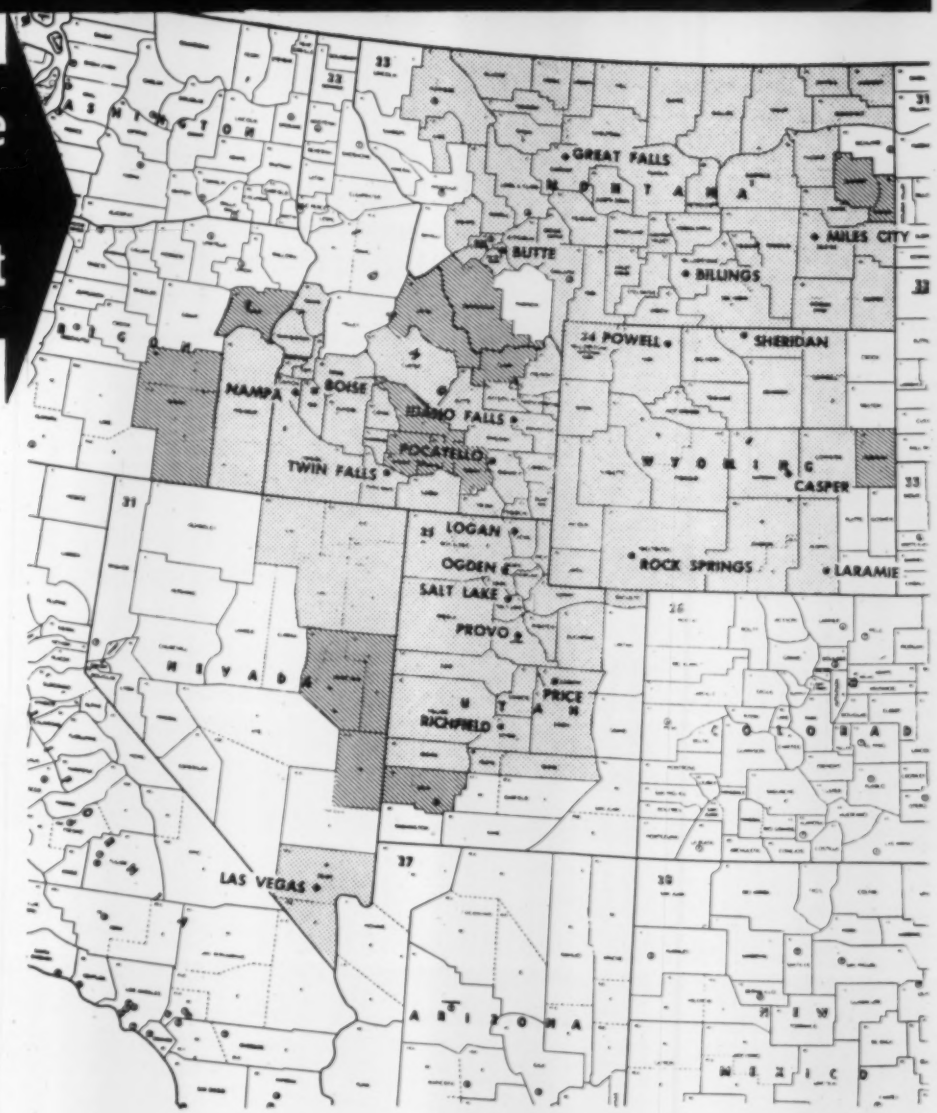
WYOMING
KVRS, Rock Springs
KOWB, Laramie
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMON, Great Falls
KYPS, Butte*

NEVADA
KRAM, Las Vegas

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

* Under Construction



THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

...A COMBINATION THAT COPPED

WJW 1st place

For Cleveland's Chief Station

The combination of WJW's potent programming and its scene-of-action broadcasts of the Indians baseball games, according to latest ratings, have put WJW in top spot across the board.

For your share of these audiences . . . phone or see Headley-Reed.

BILL O'NEIL, *President*

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

★

By every measurement WTIC dominates the prosperous Southern New England Market

★

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.

WTIC's 50,000 watts represented nationally by Weed & Co.

New Business

LEVER Bros. beginning radio spot campaign July 26 on behalf of Surf (wash detergent). Schedule calls for four spots each weekday on 35 stations in following 11 markets: Rockford, Galesburg, Peoria, Springfield, Danville and Joliet, Ill.; Madison, Oshkosh and Green Bay, Wis.; Indianapolis and Muncie, Ind. Agency: Day, Duke & Tarleton, New York.

MILLER BREWING Co. (Miller High Life Beer), MILWAUKEE GENERAL TIRE Corp., and ENNIS MOTORS (used cars), all Milwaukee, sign contracts for one-minute spots during four weekly broadcasts of Midget Auto Races on WTMJ-TV Milwaukee. First time Miller and General Tire have advertised on television.

FULLER BRUSH Co., Hartford, Conn. (distributor of Debutante Cosmetics), appoints Erwin, Wasey & Co., New York, as its advertising agency. Definite plans for campaign not made as yet. Appointment does not affect Don B. Fairbairn Co., Hartford, which will continue to handle industrial advertising of company.

PIONEER SCIENTIFIC Corp. (Polaroid TV screen filters) buys 15-minute segment of *Howdy Doody* on NBC television, becoming initial sponsor of time period on the program. Firm took over 5:45-6 p.m. slot on July 15, and will sponsor that portion each Thursday. Agency: Cayton Inc., New York.

DIX-E-LEA FOOD PRODUCTS Inc., Alexandria, Va. (Dix-E-Lea 2-Layer Cake Mix, Hot Roll Mix), appoints Courtland D. Ferguson Inc., Washington, to handle account. Will use radio.

STADLER PACKING Co., Columbus, Ind. (meat packer), signs with WCSI (FM) Columbus, to sponsor all local and regional football and basketball games, plus Indiana sectional and regional basketball tournaments and option on Indiana State Final.

PURITY FLOUR MILLS, Montreal, Sept. 20 starts to April 29, *L'Ecole de Bonheuer* on 7 CBC French stations, Mon., Wed. and Fri. 1:45-2 p.m. Agency: McKim Adv., Montreal.

SOUTHWESTERN BELL TELEPHONE Co., St. Louis, appoints Gardner Adv., as its counsel.

KENDALL Mfg. Co., Lawrence, Mass. (Soapine), appoints Kastor, Ferrell, Chesley & Clifford, New York, to handle advertising, effective Aug. 1. Kendall currently using daytime spots on about 20 New England stations, and in Philadelphia. Is expected firm's present schedule will be continued.

CRESCENT NUT & CHOCOLATE Co., Philadelphia, appoints Philip Klein Adv., same city, to handle advertising. Will use radio spots.

COUNTY CHEMICAL Co. Ltd., of Birmingham, England (chemical household cleanser), appoints Erwin, Wasey & Co., New York, to launch cleanser in American market. JULIAN M. SNYDER is account executive.

S. C. JOHNSON & SON, Brantford, Ont. (floor wax), Sept. 13 starts for 39 weeks *Fred Waring Show* on 29 Dominion Network stations, Mon. and Wed. 10-10:30 a.m., with repeat to West Coast 4:30-5 p.m. Agency: Needham, Louis & Brorby, New York.

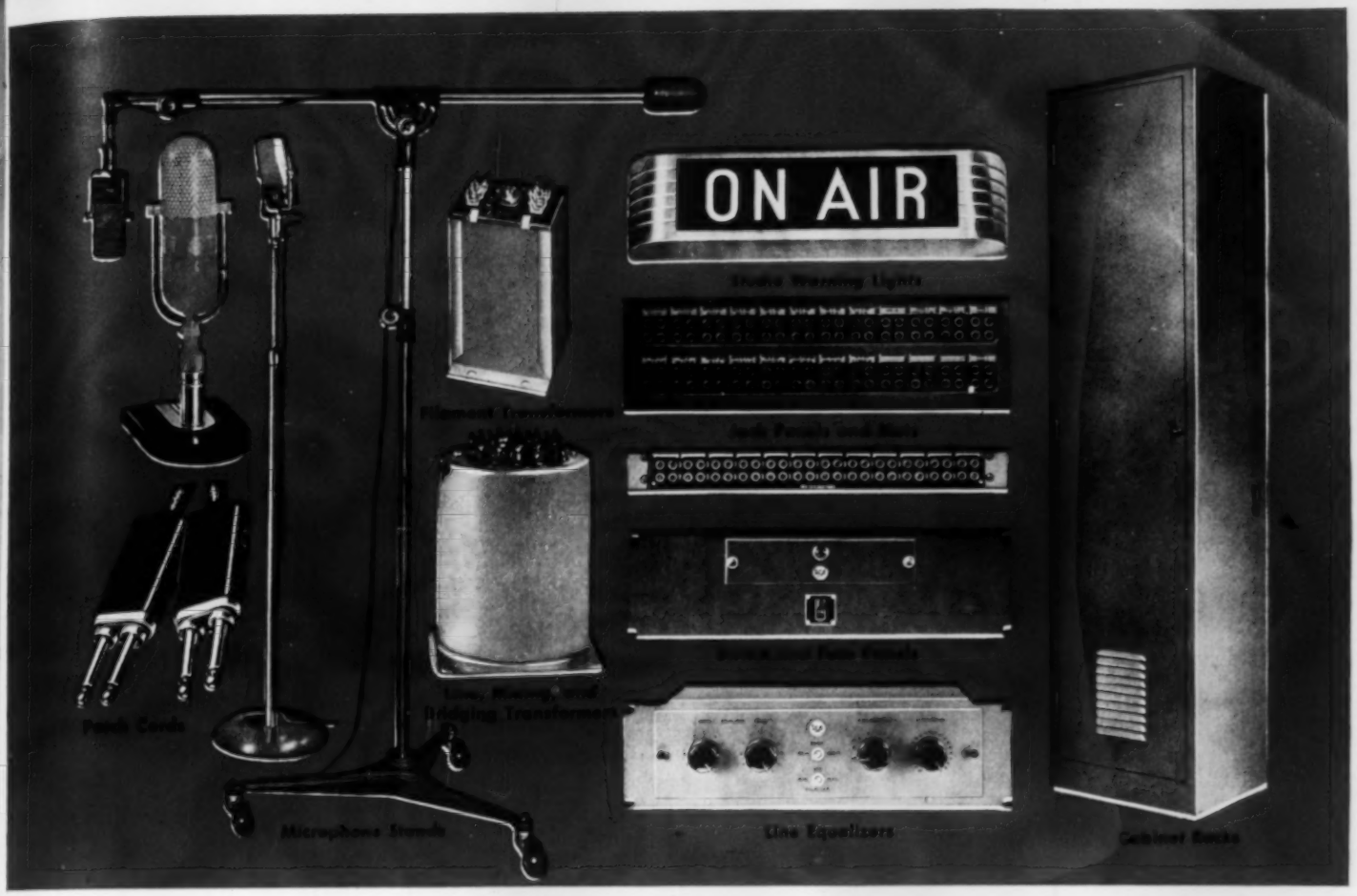
Adpeople • • •

HOWARD E. WILLIAMS, San Francisco manager for Young & Rubicam since 1944, resigns to become general manager of Wine Growers Guild, Lodi, Calif., effective Aug. 1. He succeeds B. C. SOLARI, retired.

Mr. Williams

RAYMOND W. CARLSON, sales manager, S. C. Johnson & Son, Racine, Wis., appointed general sales manager to fill duties held by P. M. PETERSEN, vice president in charge of sales, who retired June 30.

W. T. (Tim) KILDUFF, former head of own agency, Kilduff & Co., Cincinnati, joins H. & S. Pogue, Cincinnati department store, as sales promotion director, replacing BUDD GORE, recently resigned to return to Marshall Field & Co., Chicago.



RCA *Audio Accessories*

FOR EVERY STATION NEED—AM·FM·TV

Available now for immediate delivery—more than 100 high-quality items to meet your installation requirements

MAIL THIS COUPON FOR YOUR FREE COPY

RCA's NEW AUDIO ACCESSORY BULLETIN—

KEEP IT HANDY!

RCA Engineering Products Dept.
Camden, New Jersey

Please send me my copy of your bulletin on RCA's Audio Equipment Accessories.

Name_____

Address_____

Station_____ Position_____

City_____ State_____

REPRESENTED HERE are items from broadcasting's most complete line of fine audio accessories. Microphone stands . . . studio warning lights . . . cabinet racks . . . panel-mounted auxiliary units . . . transformers of many kinds. In all, more than 100 different items—with every type of unit you need from large size cabinet racks down to patch cords.

Designed by audio men *for audio men,* these accessories are built with the professional thoroughness needed to meet the most exacting requirements of broadcast use. Mechanically and electrically, every unit is built to "take it."

For information on RCA's complete line of audio accessories . . . immediately available from stock . . . call your RCA Broadcast Sales Engineer, or Dept. 19-GC, Engineering Products, RCA, Camden, New Jersey.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

STORY OF A SIX RING CIRCUS ★ The Big Top's pitched every Saturday morning from nine till noon on the NBC Network. First ring: story-teller Craig McDonnell cracks his whip and favorite characters of fairy lore come to life. Second ring brings us back to this world with small fry themselves participating in a Mind Your Manners session during which Proper Deportment jumps through hoops and illustrates how easy it is to make friends and influence people.

A fanfare, and American hero Frank Merriwell sprints into ring three for another dramatic adventure. The Adventures of Frank Merriwell is higher than the circus' loftiest serial act with the January to March quarterly Hooperating soaring to 5.4. The Gilbert Youth Research Organization Survey shows that availability of younger listeners reaches its peak when Frank carries the ball for NBC. Incidentally, Frank Merriwell, Mind Your Manners, and Story Shop are all waiting for a sponsor's banner to fly over their rings.

Swift and Company hold the hot-dog concession at this NBC Saturday morning circus when they present Adventures of Archie Andrews—the comic-strip lad and a first-

rate clown in his own right. Ring five is filled with the zany characters of Meet the Meeks, as wacky a family as ever staged a circus of its own—again for Swift and Company.

Smilin' Ed McConnell and His Buster Brown Gang throng into ring six with thirty minutes of thrills, drama and fantasy bringing all the world of glamour and imagination to the sawdust trod by the millions of young folks who wear shoes made by the Brown Shoe Company.

Just like the circus that rolls across the continent, pitching its tents in the soil of America, the Saturday morning NBC big top is visited by Mom and Dad as well as the young folks—only the NBC big top stretches from the Rock Bound Coast of Maine to the Sunny Shores of California.

How to stage a circus? Jump on the Band Wagon in the big parade that goes on every Saturday morning through all the forty-eight states. Route your act over the powerful facilities of the NBC Network. Stretch your canvas over the vast NBC audience. Join the performers of other great NBC acts. The result: a circus of sales that pays off week after week for show-minded sponsors.

NBC

A service of Radio Corporation of America

. . . the National Broadcasting Company

Offers "IQ" Test on FM

EDITOR, BROADCASTING:

Please permit me the use of your column for the following "IQ" test. *Answer "YES" or "NO" and score accordingly.*

Did the battery set and morning glory horn replace the crystal set and earphones?

Did the all-electric receiver with built-in speaker replace the battery set?

Have men tried for years to overcome static and undesirable noises in radio reception?

Do you honestly believe the outmoded AM system is better than the perfected, genuine Armstrong FM system?

Is it necessary to blow a sweet note into a fine instrument, in order to get a sweet note out of it, or can you do better blowing a sour note?

Is it logical a finer instrument for transmission and reception requires better performances by better performers—saner copy practises?

Isn't it possible these things might reinstate radio into the high esteem it once had with the listener?

Has America grown to be the finest, and most desirable Nation simply because intelligent men were willing to roll up their sleeves, go to work, and to scrap what they had for something better?

Has the new Ford repaced the Model "T"?

Do you need both your eyes and your ears, each in their proper place doing the job they were given to do?

THEN—is there not a place for BOTH FM and TV?

Has history proved the opponents of sane progressive improvement have always been wrong?

Gentlemen, if your answers are all NO, please send your name and address. I shall be only too happy to pay my deepest respects by sending appropriate flowers, post-haste, for I am among those who mourn your passing as one commonly known as a die-hard.

Chester F. Petersen
"FM" National Adv. and Publicity
Hollywood.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Agency Clarifies Status

EDITOR, BROADCASTING:

In the interests of accuracy, we would like to call to your attention to a news item in June 21 BROADCASTING which concerned this agency. We would greatly appreciate any publication of the correct facts which you may give us.

I refer to the story concerning the purchase of some of our Dallas accounts by Ted A. Workman, formerly vice president of Glenn Advertising. Your story is substantially correct, except for these points.

(a) Ted did not purchase the Dallas office of Glenn Advertising, but merely those accounts which he had handled himself for a number of years.

(b) This organization will continue to operate Glenn Advertising offices in Dallas, as well as in Fort Worth and Los Angeles. Glenn Advertising "retains" the account of the Frito Company.

In other words, Glenn Advertising continues as before with offices in Fort Worth, Dallas and Los Angeles. There is a new agency in Dallas called Ted Workman Advertising, for which we all wish the best of luck and business success.

John H. Stewart
Vice President
Glenn Advertising Inc.
Fort Worth

* * *

Use of 'Spot' Favored

EDITOR, BROADCASTING:

I have been asked to fill in a small form contained in a Raymer advertisement referring to the suggested title of "National Selective Broadcasting" as a replacement for the presently used spot broadcasting.

The form allows enough space for (1) approval or (2) disapproval of the term (3) suggestion of another name (4) name of person submitting blank—and no appreciable amount of space devoted to comments. . . .

I don't see the necessity for completely overthrowing the name of spot broadcasting when it refers to broadcasting other than announcements or network programs. Why not break spot broadcasting down to comprehensive terms like "spot programming" and "spot announcements." I think you will find that rather than a substitute, "National Selective Broadcasting" will eventually prove to be only an additional term to apply to spot broadcasting. . . .

The term "National Selective Broadcasting" does not signify a specific form of radio media but it sounds a bit discriminatory against the networks. The word "Selective" suggests exclusiveness and distinctiveness, and used this way, it implies that spot programming is the ultimate in radio advertising.

To quote the ad "With it (National Selective Broadcasting) and it alone the advertiser can select his markets, stations, talent, etc.

With the exception of being able to choose only a preferred and given number of stations or markets, the client can accomplish any of the above points using network, providing the time, talent and so forth are available. The same conditions prevail when selecting individual stations on a spot basis. He cannot always be guaranteed preferred positions. If he has the problem of covering a specific area, he has the privilege of selecting a regional network with a fair chance of realizing all of the above points.

Annabelle Anderson
Robert W. Orr & Assoc. Inc.
New York, N. Y.

On WSBT, every CBS show has a Hooper that's higher...

Yes, 23% to 202% higher!

WSBT
SOUTH BEND

CBS • 960 KC • 5000 WATTS

WSBT Hooperatings on *all* CBS shows are higher than the national ratings. Not just a little higher, but *much* higher—23 to 202 per cent!* And no other station, either local or out-of-town, even comes close in Share of Audience. It is WSBT—and *only* WSBT—that gives you blanket coverage of the South Bend market.

*Hooper Report, Fall-Winter 1947-48

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

These proved tubes are "money in the bank" for medium-size AM broadcast stations

- **Plenty of power . . .** Either tube in push-pull will handle the final output of a 10-kw transmitter.
- **Dependable . . .** Already GL-892's and GL-892-R's are on the job in scores of stations where a 24-hour day and 7-day week make exacting demands.
- **Long-lived . . .** General Electric superior design and workmanship pay valuable dividends in extra hours of tube service.
- **Versatile . . .** Applications include broadcast and communications work as amplifiers and modulators—also industrial electronic-heating use as oscillators. A plus-feature: the special 2-unit filament will take 2-phase or single-phase a-c current, or d-c.

TYPE GL-892
Water-cooled

TYPE GL-892-R
Forced-air-cooled

YOUR tube investment is soundest when backed by proved quality, a proved record of performance. In key radio stations—in factories where electronic heating speeds production—GL-892's and GL-892-R's are respected because their performance is well known, their reliability demonstrated many times over. G-E tubes are a standard by which others may be judged . . . Builders of equipment, by specifying General Electric tubes, take an important step toward buyer acceptance. Your G-E electronics office gladly will help you choose the correct types for new circuits in the development stage . . . On tubes for replacement, station operators and manufacturers will obtain the fastest, most efficient service from their nearby G-E tube distributor or dealer, with same-day delivery a customary feature! General Electric Company, Electronics Department, Schenectady 5, N. Y.

	GL-892		GL-892-R	
	Class C Telegraphy	Class C Plate-modulated	Class C Telegraphy	Class C Plate-modulated
Filament voltage	11 v	11 v	11 v	11 v
Filament current	60 amp	60 amp	60 amp	60 amp
Max plate voltage	15,000 v	10,000 v	12,500 v	10,000 v
current	2 amp	1 amp	2 amp	1 amp
input	30 kw	10 kw	18 kw	10 kw
dissipation	10 kw	6.6 kw	4 kw	2.5 kw
Power output (approx), typical operation	14 kw	6 kw	10 kw	5 kw

NOTES: (1) Filament voltage and current are per unit of 2-unit filament. (2) Max frequency for both tubes is 1.6 mc at top plate input, up to 20 mc at reduced ratings.

GENERAL ELECTRIC

161-GS-8850

FIRST AND GREATEST NAME IN ELECTRONICS

Telestatus

(REPORT 16)

AT&T NETWORK PLANS & RATES

(Chart on rates on page 44)

WHERE will network television be available and when? No question in recent broadcasting history has driven so many usually clear-eyed seers to such a wild assortment of predictions.

Last week BROADCASTING sought and got probably the calmest assessment yet of the future development of network television. The American Telephone & Telegraph Co., whose coaxial cables and radio relays will carry the bulk of chain video, disclosed its progress and its plans.

Major milestones in the company's television development:

(1) Some 5,000 miles of television channels will link 15 major cities from the East Coast to the Mississippi by the end of this year.

(2) A mid-western video network connecting Cleveland, Toledo, Detroit, Chicago and St. Louis, with branches to Buffalo and Milwaukee, will be available at the end of next September. Connection of this network to that now existing in the East is scheduled for the end of this year to link the 15 cities.

(3) It is impossible to predict with certainty the date when coast-to-coast television will be ready. Coaxial cable equipped for telephone service will be working in the spring of 1949, but west of St. Louis the cable will not be equipped to carry television. AT&T does not know how long it would take to prepare the St. Louis-Los Angeles cable for video and has not set specific schedules for such construction. No orders for coast-to-coast television service have yet been received by AT&T.

An indication of the rapidity with which network television has grown is seen in a comparison of facilities now available and those existing a year ago. Whereas there are now 5,000 miles of television channels in operation, there were only 450 miles of them, joining New York and Washington, in July 1947.

A complete analysis of the Bell System's television service, including rates, follows:

Both coaxial cables and radio relay systems are used to provide the intercity television channels. Although these facilities are constructed primarily to meet the needs of long distance telephone service, provision is being made at the same time for video channels and other Bell System communication services where demand warrants it.

Used During Conventions

The Bell System's entire Eastern television network—which extends from Boston to New York by radio relay and from New York to Philadelphia, Baltimore, Washington and Richmond by coaxial cable—was used during the Democratic Convention in Philadelphia, as during the recent Republican Convention. Three video channels were set up to carry different programs to cities on the network both north and south of Philadelphia.

Next contemplated step is rearrangement of facilities to provide four television channels in coaxial cable along the network—three from New York to Washington by way of Philadelphia and Baltimore, and one from Washington to New York via Baltimore and Philadelphia. Programs reach Richmond by the extension of a coaxial cable channel from Washington. In addition, a microwave radio relay system provides one television channel in each direction between Boston and New York. Newark also receives programs from New York over a television channel provided by microwave radio.

A Mid-western television network is now being constructed and will be available for service at the end of September, in time to carry televised games of the coming football season. At that time, two-way network service will be provided to connect Cleveland, Toledo, Detroit, Chicago and St. Louis and branches will be available to carry programs from this network to Buffalo and Milwaukee. The Detroit-Toledo and Milwaukee-Chicago links will be radio relay; the

(Continued on page 44)

Bell System Television Routes

PLANS PROCEED APACE

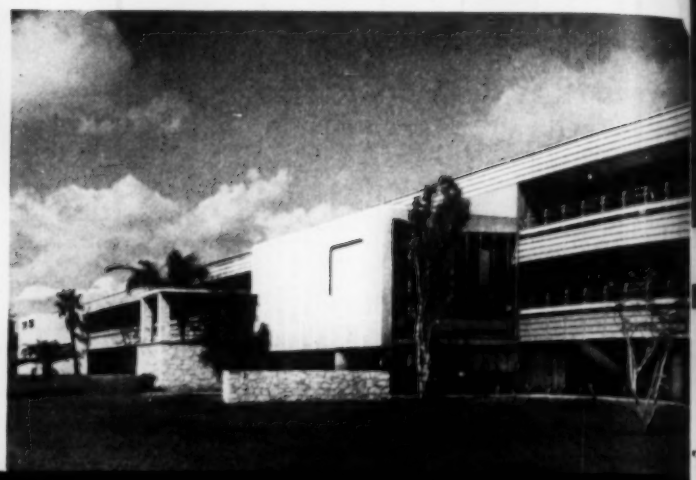
It's the middle of August for a test pattern . . . . . the first of October for programs. We are making schedules now.

WSB-TV

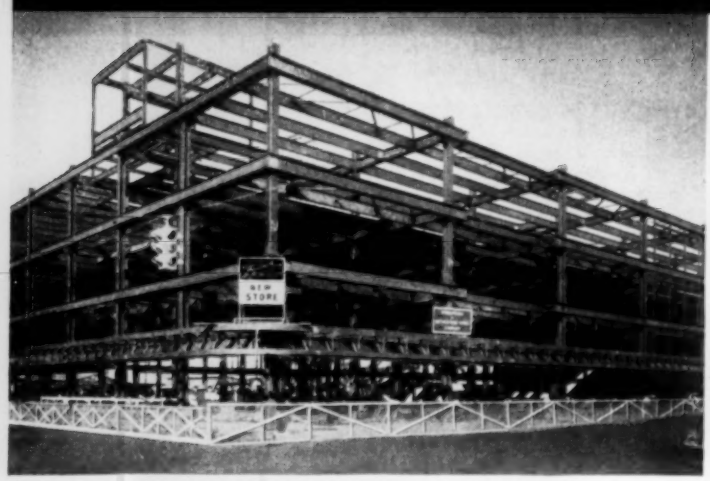
ON PEACHTREE STREET

"THE EYES OF THE SOUTH"

Represented Nationally by EDW. PETRY & CO., INC.



this is GREATER Miami



The level of building activity continues to soar upward in GREATER Miami, breaking all records as it goes. Here's the score for 1947 . . . Building permits issued; 24,405 . . . Estimated value of private construction; $127 million*. . . Estimated value of public projects; $55 million. Last year Miami was one of the three U. S. cities which exceeded their own 1946 totals. And, on the basis of population, Miami ranked a pace-setting First for the entire nation.

**Building inspectors of greater Miami*

Yes, building is big business in GREATER Miami... one of the many key industries which combine to make this an active, solid year-round market. And when it comes to Sales, you'll reach more of the people who spend most of Miami's $½ billion bankroll via WQAM, the station whose clear signal covers all of Miami's rich trading areas, and serves an additional 15 of Florida's fastest growing counties.

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION
WQAM-FAX

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 35, No. 3 WASHINGTON, D. C., JULY 19, 1948 $7.00 A YEAR—25c A COPY

RADIO-TV PLANK

Democrats Would Better GOP Effort

By HERMAN BRANDSCHAIN

RADIO AND TELEVISION were given a plank in the platform adopted by the Democratic National Convention in Philadelphia. It is the first time television has ever been included in any political platform.

The plank urged world-wide freedom in the furthering and dissemination of news by press, radio and television and stated that the primary step toward achievement of world-wide freedom is access by all peoples to the facts and the truth.

By the plank, the broadcasting industry became one of the few industries especially singled out for mention in the platform.

Adoption of the measure was interpreted as due to two developments:

(1) The recognition of the impact radio and television are making in the life and politics of the country, and;

(2) The fact that the Republican platform wholly ignored the matter. Democratic platform drafters were determined to avoid omissions of the GOP policy piece wherever possible.

Incorporation of a freedom of radio and television plank, which were given mention on parity with the press, was a step set in motion by BROADCASTING. In a telegram to Sen. Francis J. Myers (D-Pa.), chairman of the Resolutions Committee, BROADCASTING urged adoption of language along the lines of the 1940 plank. What was adopted, however, was regarded as going further than the 1940 plank. In 1940, television was given no status in the plank and the plank confined itself only to freedom of radio newsgathering inside continental limits of United States. The present plank not only includes television but also urges "world-wide freedom" in gathering and piping news.

The 1948 plank is printed in full in the adjacent column.

The 1940 plank read:

"Radio has become an integral part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States."

Broadcasters were happy about inclusion of the plank, particularly after the Republican treatment only two weeks before. Many broadcasters, however, hoped for even broader statements of policy in the future on the subject of governmental industry regulation.

But the industry leaders generally considered the Democratic effort satisfactory since broadcasters did not join in any concerted lobby or exert any pressure on the party for inclusion of the measure. The desirability of such a plank was merely called to the attention of Sen. Myers, who carried on from there.

Senator Myers told BROADCASTING that the importance of freedom of radio and television, on parity with the press, was a matter on which every platform drafter was in complete agreement. The plank gave little trouble at all.

The subcommittee which was given the task of writing the party's policy worked on the matter as a whole, said Sen. Myers, but particularly it was worked on by Solicitor General Philip S. Perlman, of Maryland. Mr. Perlman himself had additionally one of the most important platform jobs, that of reporting the Committee's actions to Clark Clifford, White House legal adviser, and to State Department officials. There can be little doubt that the plank had White House endorsement.

Observers at subcommittee hearings, where witnesses were given opportunity to argue on behalf of matters they wished to see included in the platform, believed that the freedom of radio and television plank stood a good chance of finding a place in the platform structure. There could be little doubt but that the hand of the Democratic party was out to the media. The probing of witnesses by members of Sen. Myers' group indicated, too, that the Democrats were bent on exposing every weakness they could find in the Republican platform, capitalizing on such weaknesses, and correcting them in their own draft. It

(*Continued on page 62*)

Freedom of Information Plank

Following is the text of the freedom of information plank, which embraces radio and television, adopted by the Democratic Convention in Philadelphia at its closing session last Wednesday.

We urge the vigorous promotion of world-wide freedom in the gathering and dissemination of news by press, radio, television and newsreel with complete confidence that an informed people will determine wisely the course of domestic and foreign policy.

We believe the primary step toward the achievement of world-wide freedom is access by all peoples to the facts and the truth. To that end, we will encourage the greatest possible vigor on the part of the United Nations Commission on Human Rights and the United Nations Economic and Social Council to establish the foundations on which freedom can exist in every nation.

We deplore the repeated attempts of Republicans in the 80th Congress to impose thought control upon the American people and to encroach on the freedom of speech and press.

Story on Convention coverage, page 23; Philadelphia sidelights, page 23; Fry on TV's part, page 62.

PORT HURON TEST

KPRC Files Suit

By RUFUS CRATER

A COURT TEST of FCC's controversial "Port Huron" interpretation of the law on political broadcasts [BROADCASTING, Feb. 2, July 5] was precipitated last Thursday when the *Houston Post's* KPRC Houston filed suit asking that the Commission's views be set aside and that the court itself interpret the law.

Judge Thomas M. Kennerly is slated to hear argument Thursday (July 22) in the U. S. District Court at Houston, where the suit was filed.

Jack Binion, Houston attorney, and Frank W. Wozencraft, Washington counsel for KPRC, filed the suit and will argue the case for the station.

The case, which conceivably may be carried on through to the Supreme Court, could settle once and for all the controversy and confusion engendered by FCC's decision, handed down on a split vote in the WHLS Port Huron (Mich.) renewal case. In essence, the decision held that the political broadcast section of the Communications Act (Sec. 315) means that:

- Stations may not censor political broadcasts for allegedly libelous or slanderous material;
- Since stations are forbidden to censor, "it would appear" that they won't be held liable in event of criminal or civil suits based on libel or slander contained in such broadcasts;
- It is censorship to cancel a scheduled political speech because it contains libelous or slanderous material.

The suit, of which FCC authorities reportedly were aware in advance, is designed to resolve the controversy between FCC's ruling and state laws against libel and slander. Both can't be applicable, FCC was told repeatedly by radio spokesmen in the course of arguments before the decision was made final.

The KPRC suit brings this controversy clearly into focus, stressing that the Texas State Attorney General has ruled that Texas stations must still abide by Texas libel laws, regardless of the Commission's ruling.

With a Democratic primary scheduled July 24 and a second primary four weeks later, KPRC's

(*Continued on page 63*)

MOVIE TV

Broad FCC Probe Seen

FIRST STEP in what looms as a general investigation of the qualifications of major motion picture producers to own and operate radio stations—AM, FM, or TV—was taken by FCC last week.

The Commission said it was holding up action on the application for consent to the sale of KSO Des Moines to give the participants a chance to file briefs on the qualifications of Paramount Pictures, which would acquire 25% of KSO, in the light of the Supreme Court decision finding Paramount and other major producers guilty of anti-trust law violations.

Millions of dollars in present and contemplated investments in AM, FM, and TV stations would be affected if the Commission should decide that the Supreme Court's findings are enough to disqualify these film companies as licensees (list of film companies in radio, below).

Disclosure that FCC will make an inquiry into the subject came as no surprise since it was revealed a month ago that its legal experts were studying the Supreme Court decision with that prospect in mind [BROADCASTING, June 21].

But the use of the KSO transfer case and the timing of it—just two days before the sales agreement was slated to expire—appeared to startle participants in the case. The sales application has been on file since February.

FCC authorities said the question of the motion picture anti-trust case undoubtedly will be raised in connection with all film companies who have or seek radio interests and who were found guilty of anti-trust violations.

Solution Possible

The method FCC will use appeared less certain. Some officials thought it would be more expeditious to call a general hearing for all the companies involved who have licenses or applications. Others felt the Commission might initiate an investigation but handle each case separately, requesting each company to submit its views. Or, it was pointed out, FCC might choose to wait and decide each case whenever the situation arises via renewal or other applications.

The Commission could settle the entire question favorably to the motion picture companies without a hearing. But it must offer a hearing before it can deny any application or revoke any license.

In the KSO case, Tri-States Meredith Broadcasting Co., 25% owned by Paramount, is buying the 5-kw CBS affiliate (1460 kc) from Kingsley H. Murphy for approximately $450,000 [BROADCASTING, Feb. 9]. The contract provided for termination if FCC hadn't approved by July 15, unless extended by mutual consent. Decision on whether to extend was expected to be reached Friday.

The Commission's letter in the KSO case, released last Tuesday, conceded that the action came virtually on the eve of the contract's July 15 deadline. But it "assumed" that the agreement would be extended by mutual consent. The letter continued:

As you are probably aware, the Supreme Court of the U. S. issued on May 3, 1948, its decision in the case of U. S. vs. Paramount Pictures Inc. That decision, predicated on a suit brought by the U. S. to restrain Paramount and others for violating the Sherman Anti-Trust Act, adjudged

(Continued on page 63)

In This Issue . . .

Democrats' Radio-TV Plank 21
Port Huron Court Test 21
Movie TV Study by FCC 22
Inter-American Vote for Free Radio 22
Philly Coverage 23
BROADCASTING TRENDS
Radio Logs Widely Circulated 24
Bulova Plans Increased TV 24
NAB District Meetings 25
TV Advertising Standards 25
Special Session of Congress 26
FCBA Hits FCC's TV Plan 28

Cost of Covering Demo Session Less

OVERALL coverage costs to the major networks for the Democratic Convention fell considerably short of the figure for the GOP conclave, when nearly a million dollars reportedly was shelled out for actual coverage and cancelled commercials [BROADCASTING, July 5].

The aggregate total for the second Philadelphia parley was about $477,000, excluding NBC expenditures.

The figures in the following breakdown are approximate and subject to later revision by the networks: CBS, $160,000 for cancelled commercials, $67,800 for coverage; ABC, $77,100 for cancellations, $60,000 for coverage; MBS, $100,000 for cancellations, $22,500 for coverage.

PERON REBUKE

Nations Vote Free Radio

ARGENTINA stands rebuked internationally for its stifling of free radio, following adjournment July 11 of the Inter-American Broadcasting Assn. meeting at Buenos Aires.

In adjourning at 7 a.m. Sunday the conference wound up a busy fortnight during which a uniform 15-point basis for standard broadcasting legislation in the American republics was adopted.

This legislation will be presented to national legislatures throughout the hemisphere with the request that existing laws be altered to conform. Exemption from special taxation is included, with official stimulus to manufacture and sale of radio equipment and parts envisioned.

Fourteen nations joined in a declaration upholding Feb. 4 findings of the association that the Peron government in Argentina had virtually taken over private broadcasting.

Argentina's answer was an impassioned reiteration of the official "line," based on the theory (recently heard elsewhere) that people will believe anything shouted loudly and frequently, that complete freedom exists and that restrictions ranging from banning Peron's opponents from air to open censorship of scripts of foreign correspondents are only mirages, however real they may be for those affected.

The assembly took no further action, however, being content with expression of hope that the situation will be corrected. No time limit was fixed but a poll indicated the situation likely will be examined within the year.

Field of international politics was entered when moral support was offered Guatemala in its territorial dispute with Great Britain. Gilmore N. Nunn, head of the Nunn stations, U. S. delegate and acting also for Canada, refused to vote on this issue on the ground he was unable to understand the issue or the debate.

EL PRESIDENTE

MR. MESTRE

In the resolution condemning Argentina's interference with radio freedom, Mr. Nunn voted in favor. Other signers were from Brazil, Canada, Chile, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Mexico, Panama, Puerto Rico, Uruguay and Venezuela.

The new executive committee is composed of Uruguay, Mexico, Brazil and the United States.

Peronist newspapers took up defense of the policy after the conference had adjourned. Their line followed that of Eduardo Pellicciari, Argentine delegate to the conference, who contended that opposition parties had more time than Peron's supporters in the 1946 presidential election, without referring to the basic charge that all private broadcasting in Argentina is controlled directly or indirectly by the government.

Venezuela was selected as site for the 1949 meeting, the United States having rejected the offer due to conflict with the NAB convention [BROADCASTING, July 12]. Havana is site of permanent headquarters.

Goar Mestre, Cuban delegate, was elected president of the association. He led the condemnation movement. Emilio Azcarraga, Mexican broadcaster, declined to be a candidate.

The main portion of the declaration against Argentina radio control follows:

"Whereas, under the statutes, declaration of principles and code of ethics of our association we are obliged to defend the full liberty of radio dissemination and to point out cases of its total or partial suppression,

"Whereas these sessions have taken place without, despite the opportunities, the true situation that confronts radio in this country having been frankly explained so as to link the forces of Argentine broadcasting with those of all of us toward the realization of our common ideals and principles, the undersigned members of the board and of the General Assembly of the Inter-American Broadcasting Association

"Resolve that liberty of dissemination as conceived by our association has been virtually abolished in the Argentine radio."

The association adopted in principle the 15-point program holding that broadcasting is "of public interest" but not a "public service," and opposing monopoly by a government or single private interest. It held further that radio should enjoy the same freedom of expression as other media; all political parties should have equal access to air time; a government should use private radio only in specific instances such as safety and not on commercial basis.

Trial and punishment of persons taking advantage of freedom of the air to violate laws must remain judicial matters, the code specified and censorship was opposed except where security is involved.

Vote in favor of the code was 12 to 8, Mr. Nunn voting for it.

The association unanimously adopted a resolution praising NBC and CBS for their interpretation of the spirit of the Americas.

PHILLY COVERAGE

GOP Experience Aids at Demo Session

RADIO and television last week gave the Democratic National Convention in Philadelphia the same goldfish bowl treatment it accorded the Republican gathering three weeks before— and in doing so chalked up new records for the media along the way.

Broadcasters came for the quadrennial donkey nominations in greater force than during the GOP rally and, taking advantage of the former experience, put on a show that was regarded as smoother, although not as consistently exciting.

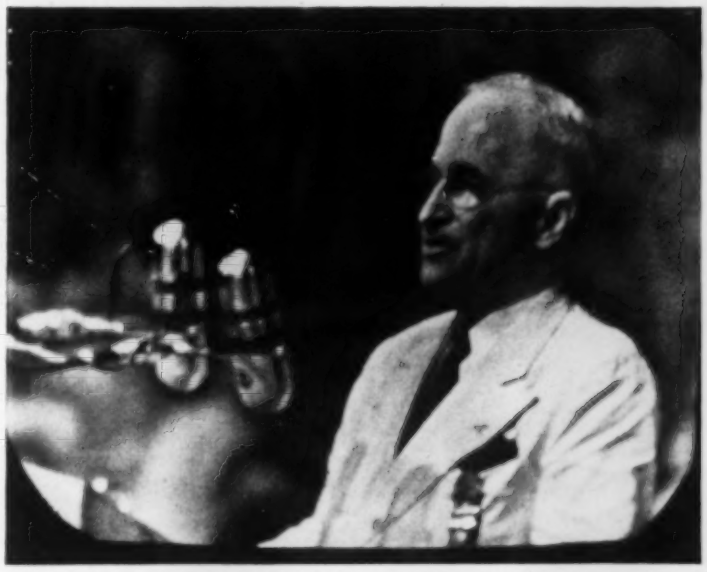
In brief, these were the high points:

On hand were approximately 1,200 broadcasters from networks. Affiliates and independent stations sent almost a third more than during the GOP Convention. Personnel came from every part of the United States. They sent back the total picture and the local angle to every nook and cranny of the country. An estimated 1,500 stations carried Convention doings.

The television audience was estimated at 10,000,000, while the audience following proceedings by sound was estimated in the 60 millions. Proceedings were also relayed abroad by shortwave.

Total expense to radio and television was estimated as running around the $2,000,000 mark.

The Democratic Convention's radio and television achievements were accomplished despite an enormous handicap—the gathering started in a wakelike atmosphere and program material for the kind of job the broadcasters came prepared for was lacking. In the Convention preliminaries, there weren't enough big news breaks and there weren't enough big names present for interviews to give radio and television programming what was needed.



PRESIDENT TRUMAN, making his acceptance speech early last Thursday morning at Philadelphia's Convention Hall, was seen and heard by thousands of stay-up-late televiewers. The picture was taken by CBS off a receiver carrying the pooled television network broadcast.

* * *

With facilities all in place and pool arrangements working smoothly after the Republican experience so short a time before, broadcasters were ready for a really tough job. But news material just wasn't there compared to the GOP session —until the final day of the convention. That last day, however, climaxed by the acceptance speech of President Truman, was one of radio and television's greatest days in history.

Up to that last day, broadcasters swung away from the spot news approach to look for feature material. Interviews ran the gamut from live donkey brays to busy bellhops, with the usual string of politicos in between. This was not always enough to keep the bright stars of network news staffs working full time. In the middle of the first day, one national commentator was reading a murder mystery; another had time to see his first movie in weeks.

But the final day provided enough excitement for everyone present trying to do a job for radio and television. And the two media got a terrific break.

This break came with the Hollywood-like outcome of President Truman's personal appearance and his uncanned speech. Because no copies of the speech were ready for release in advance with hold orders, its content was a surprise first carried to the nation by radio and television. Because copies were not prepared in advance, newspapers did not have the speech in type prior to its delivery. Because of the lateness of the hour, morning papers in the east had to forego carrying the text of what was undoubtedly the most dramatic speech made by a member of the Democratic Party in recent years. Some observers called it the most effective political speech in their experience This was the clean beat radio and television got before the tired delegates went home.

Radio and television benefited in numerous ways from the convention. Many of their news gatherers who had worked only in local areas came out into the national news arena for the first time and won valuable experience. Television especially made the most of the opportunity—aided by big drives on the part of set manufacturers and dealers to sell receivers. The effects of the two conventions on set sales undoubtedly will be felt for months to come.

Radio and television also benefited by the friends they won in high places in both parties. Praise of the media was lavish. They

(Continued on page 70)

Philadelphia Sidelights

GOVERNOR BEAUFORD JESTER of Texas, and owner of KWTX, MBS affiliate in Waco, Tex., made his debut as a radio reporter on the last day of the Convention. When asked by Fred Vandeventer, WOR New York commentator, to describe action on the floor, Governor Jester admitted that never before had he attempted to describe a scene for radio. He performed in great style, receiving complimentary phone calls from the Lone Star State on his reporting.

* * *

THOMAS VELOTTA, ABC vice president in charge of news and special events, alerted all staffers during the Democratic Convention to the possibility of a quick flight to Birmingham, Ala., to cover rump convention of Southern Democrats.

* * *

THAT speech of India Edwards, executive director of the Women's Division, Monday night, won wide acclaim from telecasters. It was tailored for TV. Charles Denny, NBC executive vice president, described it as a "television production." From her hat box prop, Mrs. Edwards released a toy balloon to depict inflation; she jerked out a steak to illustrate soaring food prices, and then, with a towheaded tot on the stand, she dissected every item of expense in her feeding, clothing and upbringing.

* * *

ED SCOVILL, CBS special events director in Washington, talked a Missouri delegate into giving him one of the Convention's prize souvenirs, a foot-wide Truman button—only to lose it an hour later to the President himself. Mr. Scovill was one of the reporters who met the Chief Executive at Philadelphia's B & O station when the President arrived to make his acceptance speech. The President spotted the outsized Truman badge and had little difficulty persuading Mr. Scovill to yield it.

* * *

WITH Convention Hall a swelter-

(Continued on page 66)

ENTIRE STAFF of ABC news commentators covering Democratic Convention is briefed by Thomas Velotta (seated at desk), vice president in charge of news and special events for the network, and John Madigan (hands on desk), national news director.

RADIO LOGS

'Trends' Finds Listings Widely-Circulated

QUESTION of how to get the program logs of radio stations before listeners now that newspapers are showing an increasing tendency to charge for publishing logs [BROADCASTING, June 21] was covered thoroughly in the tenth survey of station manager opinion conducted for BROADCASTING by Audience Surveys Inc.

Among the salient points brought out by the survey and not covered in the June 21 review were these:

Majority of stations use publications other than their home city newspapers to carry program listings.

Slightly more than half (51%) of the representative cross-section* of commercial AM station managers polled said they use their own radio time to broadcast their logs.

Broadcasters gave a resounding "yes" (95%) to the question of whether they believed program logs should be published as a public service without charge.

On the question of how much space newspapers in their home cities devote to radio, 54% of the stations reported that at least one column, radio feature or radio page was carried.

Detailed breakdown on the aforementioned and other questions follows:

Are your logs carried in publications other than your home city daily newspapers? (*See Table I this page*)

The majority of stations use publications other than their home city newspapers in their service areas to carry their program listings to their audiences. More than a quarter of the stations (28%) publish their logs in daily papers outside their home city; 19% use weekly papers; 18% publish a station paper themselves in which their logs appear; 9% have their logs in shopping news publications; 4% print their logs in advertisements, and 5% use miscellaneous other publications.

43% of the stations use no publications outside their home city newspapers (if they have them) to carry their logs.

Do you broadcast your own logs? (*See Table II below*)

Stations divide almost evenly on using their own radio time to broadcast their logs—47% do, 51% do not. Among those who do broadcast their logs, about a third (34%) do so once a day; another third (33%) air logs twice a day; and the final third have no special pattern—varying from several times daily to station break feature spots.

How many of the newspapers in your home city publish . . . ? (See Table III this page)

54% of the stations reported that the newspapers in their home cities carried at least one radio column, radio feature or radio page.

35% of the stations are served by newspapers which carry a local radio column. 23% have papers which carry a Sunday radio page. 19% have papers with regular radio features, and almost as many (17%) carry a syndicated radio column. 13% have papers which offer a daily radio page. Approximately a third (36%) have newspapers which fail to carry any of these items.

Do advertisers in your home city . . . ? (See Table IV page 60)

75% of the stations report that advertisers in their home cities plug their shows in their general newspaper advertising; 67% buy space to specifically plug their shows. Only 8% use radio logs as an attention-getter for their advertisements.

Do you do any advertising in newspapers? (See Table V page 60)

86% of the stations buy newspaper space to advertise a specific program, more than twice as many (35%) as buy newspaper space for institutional advertisement. 13% of the stations buy newspaper space from time to time for special occasions and purposes.

Is your station owned by a newspaper? (See Table VI page 60)

Approximately one-fifth (19%)

(*Continued on page 60*)

Table I

Are your logs carried in publications other than your home city daily newspapers?

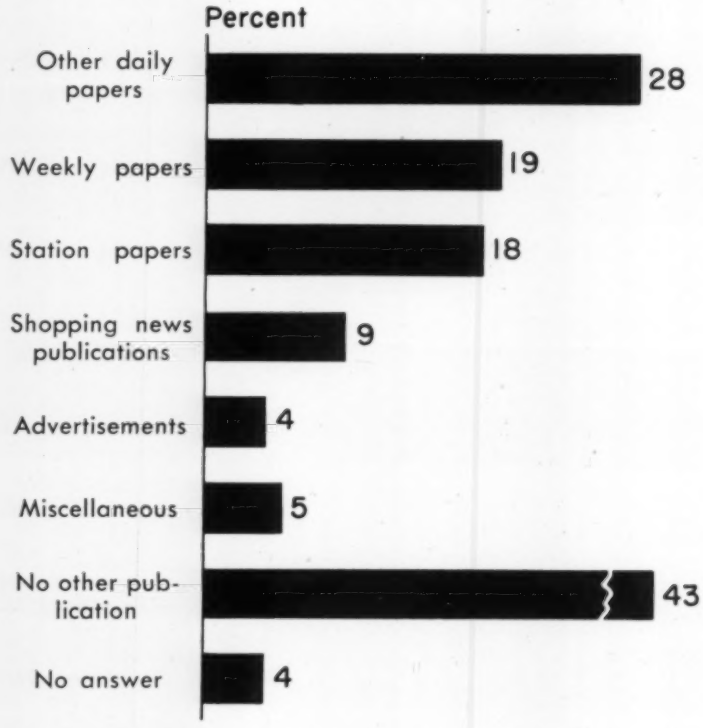


Table II

Do you broadcast your own logs?

	% of stations
Yes	47%
No	51
No answer	2
	100%

Table III

How many of the newspapers in your home city publish . . .?

	% of all stations *
Local radio column	35%
Sunday radio page	23
Regular features about radio	19
Syndicated radio column	17
Daily radio page	13
None of the above	36
At least one of the above	54
No answer	10

* Percentages add to more than 100 because some stations indicated more than one answer.

*A sample of U. S. commercial AM stations in operation Sept. 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate, and geographical area.

BULOVA BUDGET

TV Emphasis Planned

By FLORENCE SMALL

THE BULOVA WATCH Co., for many years one of the largest purchasers of radio spot time, is currently contemplating an increased emphasis on television. This was confirmed last week to BROADCASTING by Terry Clyne of The Biow Co., account executive on Bulova and a member of the agency's plans board on radio and television.

Mr. Clyne pointed out that Bulova in addition to pioneering in radio, was the first sponsor of a time signal on television when six years ago it started with a spot schedule on WNBT New York.

In the last year, Bulova has increased its television schedules from two stations in New York to more than 20 stations in all markets receiving television service. The latest schedules contracted for are time signal packages over three ABC-owned and operated video stations, WXYZ-TV Detroit, WENR-TV Chicago and KGO-TV San Francisco. The opening dates of the stations are as follows: WENR-TV, Sept. 1; WXYZ-TV, Oct. 1, and KGO-TV on Dec. 1. The contract specifies 17 time signals a week on each station and the starting date coincides with the opening dates of the stations.

Bulova plans for the balance of 1948 and 1949 call for continuation of current radio expenditure which is the greatest in the history of the company. Bulova radio time signals are now broadcast on more than 200 stations throughout the country. All of these markets and stations are under continuous analysis in terms of degree of expenditure impact, and station efficiency. As new factors develop, changes which appear advisable will be made.

Bulova's advertising budget for radio and television runs to more than $3,000,000 annually.

The watch company's sales figures in 1947 reached an all time high and it is predicted that in 1948 sales returns will be even greater. Inasmuch as it is reported that 80% of the company's entire advertising budget is channeled to radio and television, those media must be credited as a great factor in the successful sales figures.

Mr. Clyne showed a recently completed study which attempts to analyze and evaluate television as it is today and will be in the foreseeable future. The study outlines the growth of television circulation and estimates what this circulation will be at the end of 1948 and the end of 1949.

Also analyzed is the cost of television impact in all cities getting television service today. The study estimates that television

(*Continued on page 61*)

DISTRICT MEETINGS

Code on Agenda of NAB Sessions

By J. FRANK BEATTY

GRASSROOTS drive to bring broadcast stations within the terms of the NAB Standards of Practice, and keep them there, will open next week as the annual series of NAB district meetings gets under way.

Scarcely a month after the code's July 1 enforcement date, NAB President Justin Miller will start a 2½-month tour covering every NAB district. This is the first important step ordered by the NAB board to inform stations of the code terms and to induce their adherence.

Every one of the 15 district meetings (Districts 7-8 and 10-12 meet jointly) will have a code session during the opening day luncheon. Judge Miller will speak at these luncheons, featuring code problems and going also into other national and international matters. The district meetings start at White Sulphur Springs, W. Va., July 26 (District 4) and run through Oct. 15.

The luncheons will last 2½ hours in most cases. This will give all stations a chance to get into the discussion and pose code problems, it is felt. Judge Miller will be backstopped by Harold Fair, NAB Program Dept. director. Mr. Fair has been key headquarters contact in the two-year code writing and drafting project.

A special Standards of Practice Committee is to take over the main job of bringing about adherence to the code. It definitely is not an "enforcement" committee, all taint of compulsion having been avoided in the code-drafting process at suggestion of the Dept. of Justice.

Membership of this committee has not been announced but it is understood Judge Miller has asked the following if they will serve: William B. Quarton, WMT Cedar Rapids, Iowa, District 10 director, committee chairman; Hugh B. Terry, KLZ Denver, District 14 director; Gilmore N. Nunn, head of the Nunn Stations and District 7 director. Proposed as ex officio members are Eugene S. Thomas, WOR New York, chairman of the Sales Managers Executive Committee, and John S. Hayes, WINX Washington, chairman of the Program Executive Committee.

Some Confusion Prevails

The committee plan for code observance was suggested by the board at Los Angeles in May at the time the code was formally adopted. Acceptances have not been received from all members, Mr. Quarton being in Europe and Mr. Nunn en route home from the Inter-American conference at Buenos Aires (story page 22).

First signs of station difficulty in conforming to the code have appeared, but the reaction is so scattered at this early date that NAB officials feel no conclusions can yet be drawn.

Some stations appear confused over the language opposing programs which "buy" an audience via contests and other devices instead of relying on entertainment and educational appeal. The four major networks are having the same trouble and have asked for interpretations on several of their shows [BROADCASTING, July 5].

Inclusion of brand-name mentions in prize contests within the commercial time limit table has caused stations trouble in a number of cases. Networks, too, have been studying this phase of code enforcement as well as cow-catchers and hitch-hikers, but they have assured NAB they will be operating within the code by next Jan. 1.

Since code observance is strictly voluntary, the district meeting circuit provides the main means of bringing stations within the code.

Along with the code, district meetings will go into such matters as music, copyrights, the current BMB study, legal-legislative matters, research, sales, labor relations, television and the All-Industry Presentation film.

Willard Appearence

The District 4 (Va., N. C., S. C., D. of C., W. Va.) meeting will be held at the Greenbrier Hotel, in White Sulphur Springs, with Campbell Arnoux, of WTAR Norfolk, district director, presiding. The two-day agenda is filled with workshop clinics. Featured speaker at the second-day luncheon will be Frederic R. Gamble, president of the American Assn. of Advertising Agencies. Mr. Gamble will speak on "The Relationship of Broadcasting Stations and Agencies; Their Joint Interests and Points of Conflict, if Any."

A. D. Willard Jr., NAB executive vice president, is not planning to make the district meeting circuit but will be a featured speaker at White Sulphur Springs. He will review work of the NAB Dept. of Broadcast Advertising, speaking during the opening day afternoon session when a sales clinic will be held.

All district meetings will conclude with panel discussions of AM, FM, TV and FX, following the lines of the "Horizons Unlimited" session during the Los Angeles convention last May. These panels will carry the same title.

One Director Election

Only election of a director scheduled during the series of district meetings will occur Aug. 12 during the District 9 session in Chicago. Charles C. Caley, District 9 director, has decided on this procedure. The list of nominees (see below) is subject to further nominations from the floor. Odd-numbered districts elect directors to serve two-year terms starting in odd-numbered years. They have until 60 days prior to the 1949 convention, scheduled April 8-13 in Chicago.

In general the first half of the district meeting series will be programmed in about the same form as the District 4 session, with variations in order and in NAB staff members who will take part.

As a result of board direction, the number of participating staff members will be kept down. Besides Judge Miller, the headquarters will be represented in most cases by Don Petty, general counsel; Harold Fair, director, Program Dept.; Richard P. Doherty, director, Employe-Employer Relations Dept.; Kenneth H. Baker, director, Research Dept.; Hugh Higgins, assistant director, Dept. of Broadcast Advertising, and Charles A. Batson, director, Information Dept.

Hugh M. Feltis, BMB president, will attend all meetings and discuss progress of current BMB studies and other developments.

Mr. Petty will review the legal and legislative situation. Mr. Higgins will explain the All-Industry Presentation film promotion project and also will take part in sales discussions. Mr. Doherty's topic will be, "Solve Your Station Labor Relations Problems Before They Dissolve Your Station."

Besides conducting program clinics, Mr. Fair will be available for discussions involving the Standards of Practice. Dr. Baker will

(*Continued on page 64*)

Drawn for BROADCASTING by Sid Hix

"But, there must be something in the fair practices section to cover her!"

TV ADVERTISING

ABBB Recommends Standards

A SET of "recommended standards, looking toward the promotion of public understanding of television advertising," was released July 9 by the Advertising Standards Committee of the Assn. of Better Business Bureaus in New York City.

The standards were prepared at a two-day meeting of leading BBB representatives, headed by Victor H. Nyborg, ABBB president. Directed at manufacturers, wholesalers, retailers and dealers of TV receivers, their text covers such factors as price and installation terms, performance claims, picture size, guarantees and other matters.

Key portions are these:

- Advertising shall clearly and conspicuously indicate whether the price advertised . . . includes cost of installation, antenna, or other equipment, or service necessary for reception of television.
- Advertising of television receivers shall not represent to prospective purchasers generally, either directly or indirectly, that any . . . receiver will get satisfactory reception on all channels within range, unless such is a fact. If a set is not (so) equipped, the number of channels . . . shall be stated.
- Whenever program material which is to be televised from motion picture film, as distinct from direct televising, is referred to in advertising, such fact shall be clearly and conspicuously stated.

The standards also provide for statement of tube diameter, where mention is made of picture size of direct view receivers, and mentions of projection or built-in screen enlargers where indirect references are made. FTC rules on furniture woods and the radio manufacturing industry also apply, the standards point out.

SPECIAL SESSION

Radio Actions Unlikely

By ED KEYS

WILL any major radio legislation be born during the second special session of the 80th Congress?

It was to an almost deserted Capitol Hill that BROADCASTING carried this vital question in the wake of President Truman's acceptance speech announcement last Thursday that he intended to recall Congress July 26.

A few Senators and Congressmen attempted to forecast what battle plans might be drawn up by Republican strategists upon their return to Washington. The more cautious relied on the "no comment" avenue of retreat.

From the meager garrison holding the Republican fort only speculation could be offered. And that, admittedly, was variable with a multitude of circumstances.

These circumstances, in turn, depended largely upon action outlined by top-level Republican leaders when they return to the Capital.

The majority party might the first day elect to adjourn *sine die*. The President might again recall them the next day. They could adjourn the day after that. Thusly, might legislative perpetual motion be installed. Such legislative shenanigans are, of course, highly unlikely, although Congress might adjourn and the President would be content to let them go home with such programs as civil rights, housing and federal aid to education, that he had recommended, still untouched.

There is also the strong likelyhood that Congress will return to manuever with, or even pass, some measures, as housing and civil rights. They will still be anxious to return home. All of the Congressmen and a third of the Senators have campaigns. It is considered only a remote possibility that legislators will take the time to weigh radio legislation.

However, if the Republicans' field marshals elect to by-pass the issues President Truman has thrown to them and concentrate on entirely different measures, broadcasting legislation might then occupy a spot on their agenda.

Only one, if any, radio bills in the Senate appeared to have any chance for consideration during the special session, according to a consensus of a few uncertain speculators.

This bill—S-1333—authored by retiring Senator Wallace H. White Jr. (R-Me.), would ban power above 50 kw until an international agreement is reached, split the FCC into two administrative panels, boost the Commissioners' salaries from $10,000 to $15,000 and give FCC program review powers, a provision hotly contested by broadcasters [BROADCASTING, June 14, 21].

Stymie Is Seen

Although given a better than even chance of passing the Senate, the measure would undoubtedly be stymied in the lower chamber, informed quarters believe. Its passage by the Senate would constitute a tribute by colleagues to Senator White, chairman of the Senate Interstate and Foreign Commerce Committee, upon his retirement, observers say.

Uncertainty was running at an equally high level in the House.

Staff members of the House Commerce Committee indicated that they were preparing to dispatch wires to witnesses in petroleum hearings, but that they did not, at present, contemplate hearings on any radio legislation, nor did they anticipate any during the special session.

"I can see no occasion for a special session now," Sen. White declared. "I think it is regrettable there should be a session of Congress in the middle of a campaign. It's almost impossible to keep an objective frame of mind—it just isn't the right atmosphere for constructive legislation. If the President has something specific in mind, that's one thing. But I think it is highly regrettable if he is just going to dump all the current problems, national and international, in the lap of Congress."

Capehart's Reaction

Sen. Homer E. Capehart (R-Ind.) identified the recall as "purely a political move, uncalled for and unwarranted at this time." He said the Democrats had 14 years with large majorities in both Houses in which to pass the legislation they now are asking a Republican Congress to pass in 15 days. "It is perfectly silly, and ridiculous, and the action of a very confused and tired gentleman," Sen. Capehart concluded.

Rep. Robert Hale (R-Me.), a member of the House Interstate Commerce Committee, said he felt personally that it was a grandstand play and "it doesn't seem to me it's a particularly good grandstand play. I do hope, however, that at a special session there may be some improvement made in the housing legislation."

Rep. Carroll D. Kearns (R-Pa.), who has indicated his intentions of introducing a measure providing a token revenue to be paid by stations and juke box owners to provide a musicians' welfare fund, described Mr. Truman's move as "pure politics." Congressman Kearns said he would be willing to return if a national emergency existed, but he doubted that it did.

The leader of a special subcommittee investigating the FCC considered the session futile. Rep. Forrest A. Harness (R-Ind.) said: "President Truman is desperate and will do anything he can to pull out of the mess in which he finds himself. He has called a special session in the hopes of putting Congress on the spot and making more campaign fodder. It would be a waste of the people's money to call Congress back now because the session will be held in an atmosphere of antagonism between executive and legislative branches and only confusion will result."

Congressman Harness' investigative committee, already in action, will furnish some of the most interesting moments of the session, however, observers believe.

Other House bills still hanging fire from the second session of the Congress [BROADCASTING, June 21], and their status are as follows:

H.J. Res. 430, Rep. William Lemke (R-N. D.), directs FCC to assign FM frequences in the 47-50 mc range for period of five years at maximum amount of power FM had ever held. No action by House Interstate and Foreign Commerce Committee. No chance.

H.R. 6954, Rep. Lemke, provides broadcasters' right of appeal to courts for reversal of FCC decisions if established appealed decision is or was influenced by or based upon error of scientific or technical fact. In House Commerce Committee. No action taken or expected.

H. R. 3871, Rep. Joseph P. O'Hara (R-Minn.), to strip FTC of power to issue "cease and desist" orders. House Commerce Committee. No action taken or expected.

H.R. 6373, Rep. Harry R. Sheppard (D-Calif.), to prohibit own-

(Continued on page 69)

CARE Sales Boosted

A SINGLE public service message contributed by the Gillette Safety Razor Co. on its broadcast of the Louis-Walcott fight June 25 is credited with boosting the sale of CARE food packages to Europe by $35,000 on one day. Sales were upped that amount on the following Monday morning, and CARE officials and the Advertising Council, which sponsors the CARE appeal, have attributed the rise to the spot announcement. Maxon Inc. is the agency for Gillette.

THE ADVISORY PANEL of broadasters meet at the Pentagon with Russell J. Hopley, director of the Office of Civil Defense Planning to consider the best utilization of AM, FM and television in the event of a national emergency. Group includes (first row, l to r): Lt. Col. L. C. Sheetz, Air Force Communications; J. Harold Ryan, vice president, Fort Industry Co.; Leonard Asch, president, WBCA Schenectady; Everett L. Dillard, president, FM Assn.; J. R. Poppele, president, Television Broadcasters Assn.; (second row) John Fetzer, president, WKZO Kalamazoo; Col. R. V. D. Corput Jr., chief, Signal P & O Division; James LeGate, general manager, WIOD Miami; H. J. Schroll, communications advisor, OCDP, chairman; Edward Breen, president, KVFD Fort Dodge, Iowa; Robert Shelby, director of engineering operation, NBC New York; (third row) Capt. Robert J. Foley, Naval Operations; Comdr. A. Jenkins, Naval Communications; William C Eddy, general manager, WBKB Chicago; Maj. E. G. Houghton, Air Force Operations; Robert K. Richards, director of public relations, NAB; Gilbert C. Jacobus, censorship consultant, National Security Resources Board; H. H. Nance, chief, technical division, OCDP.

HIGH BAND TV

RCA Cites Power Need

WITH the space-hungry television industry confused and concerned, anxiously eyeing the band above 475 mc in the spectrum, results of RCA low and high-band propagation studies were disclosed by RCA research engineers. RCA-NBC currently is installing a 500-mc transmitter in Washington for test operations slated to start a few weeks before FCC's Sept. 20 high-band hearing.

FANTASTIC power may be required in the 500-900 mc area proposed as the ultimate home of television if signals of usable strength are to be received in local shadow areas, according to results of a series of propagation studies by the RCA Labs. Research Dept.

Serious multipath effects become severe in the higher band, compared to slight ghosting at the same site in 68 and 288 mc channels, according to the study, which appears in the June issue of the *RCA Review*.

Shadowing from hills and other obstructions increases steadily as the frequency increases, thus requiring higher power at these higher points in the spectrum, it is stated. Authors of the study are George H. Brown, Jess Epstein and Donald W. Peterson, of the Research Dept.

The service area, in general, will be about the same size for the high as for the lower frequencies, according to the findings, but the service for the high frequencies "will be spotted with local areas where the signal is low or non-existent."

At Level Terrain

In case of relatively level terrain, a "very substantial service with a radiated power of the order of 100 kw" could be expected, the study discloses.

The problem of receiving antennas is dealt with at length in the article. In most obstructed or hilly areas, it was found that a clean picture could be obtained by orienting the receiving antenna.

"It was generally possible to find several responses which gave a good picture," according to the study. "This was true when the receiving antenna was a large array having a narrow beam and a large front-to-back ratio or a single dipole and reflector with low front-to-back ratio and a broad pattern. It is quite likely that the best position and orientation of the receiving antenna for one station operating in the frequency band between 500 and 900 mc will not prove to be best or even suitable for one or more other stations operating on other channels in the band.

"Indeed, receiving antennas may be required which are rotatable and even this added luxury may prove to be insufficient. At least, it seems evident that the receiving antenna problem will be of primary importance in establishing a successful television broadcasting service at these higher frequencies."

Use of high-gain directive receiving antennas doesn't offer a quick solution to the high-band problem, according to the article, which explains the problem this way, "Failure of high-gain directive receiving antennas to function properly in shadowed areas where the field is badly distorted cannot be over-emphasized since this makes it impossible to employ a simple means of making use of weak signals."

In studying multipath effects it was found that a strong clean picture was received when the antenna was pointed toward the transmitter on the Empire State Bldg. balcony in New York. When the antenna was rotated, weak reflected signals were noted occasionally but they were too weak to use. In the vicinity of some oil storage tanks, reflected signals compared in intensity to the main signal. A clean picture could be obtained on either 510 or 910 mc using an array or a dipole in front of a screen.

"The difference between multipath effects at 510 and 910 mc is simply that the multipath signals are more profuse at the higher frequency, and, of course, in shadowed areas it was harder to receive a signal strong enough to give a satisfactory picture at the higher frequency," the study revealed. "At many points where an acceptable picture was obtained at 510 mc, the signal was too weak to give a good picture at 910 mc."

Under Typical Conditions

RCA's study was designed to study propagation and multipath effects under typical broadcast conditions. Measurements were taken along two radials from New York City, one slightly north of west over extremely hilly country, the other southwest over fairly level terrain with very few hills. Best agreement with theoretical values at all frequencies was obtained along the relatively level southwest line.

According to the article, "there was closer agreement with the theoretical curves at 67.25 mc than at 288 mc, while the measured values at 510 and 910 mc were usually far below the theoretical.

Television stories, on other pages, in this issue:

Radio-TV Plank in Democratic Platform 21
Bulova Plans Increased Emphasis on Video 24
Output of TV Tubes Tripled, RMA Finds 28
FCBA Hits FCC's TV Plan 28
P & G Entry Into TV Regarded As Certain 29
Maryland Censor Board Asks Video Fare Ruling 29
New Sound on Film Kinescope Ready 30
WSPD-TV Begins Telecasting Today (July 19) 36
Four More Apply for Television 38
New Firm to Produce TV Films, Make Sets 56
Royalty Principle for Television Actor Pay 59
Free TV to Stay, Chicago Television Council Told 60
WBAP-TV Will Be NBC, ABC Video Affiliate 61
Democratic Memo Points Up TV Importance 62
That TV Editorial and Former Commissioner Jett 89

For television personnel changes, programs, etc., see various notes departments in this issue

ABC TV CENTER

Studios to Be Ready By End of Year

PLANS for the location and equipment installation of ABC's new Television Center in New York have been consummated and its studios will launch operations before year's end, Robert E. Kintner, executive vice president of the network, announced today (July 19).

The studios, which will serve WJZ-TV New York and ABC's expanding video network, will occupy the width of an entire city block between 66th and 67th streets off Central Park West. The building has 2,000,000 cubic feet of usable space, which is being taken over by ABC effective immediately. Principal studio will be 200 ft. by 100 ft. with a 45 ft. ceiling. Soundproof translucent panels, affording division of the large studio into smaller units, are included in the plans.

A distribution system, requiring video amplifiers and special coaxial cable, will enable viewing of programs, rehearsals and auditions in lobbies, clients' room and offices of the executives. Provision also will be made for amplifiers and audio lines for sound purposes.

ABC's producers will have about 16 cameras with which to work, all image orthicon and of the studio, motion picture and field type, according to present plans. Each studio will have its control room containing picture monitor, camera controls and audio equipment, as well as a push-button operated TV switching system for choice of cameras.

The network will immediately begin an extensive reconversion job on the building, which formerly was used as an arena for the New York Riding Club. It is expected to be finished in six months, during which time ABC will occupy temporary quarters for origination of its television network programs. Reconstruction at the site, leased for a long term, will start at once, Mr. Kintner said.

WJZ-TV is due to go on the air, on Channel 7, Aug. 10. Its New York transmission tower is being erected atop the Hotel Pierre, at 5th Ave. and 61st St., adjacent to Central Park. With the August inaugural, WJZ-TV will begin origination of regularly-scheduled telecasts to ABC affiliates in Philadelphia, Baltimore, Washington and Boston.

20th Century-Fox, UP Sign Agreement

A NEW NATIONAL television news service within 60 days is foreseen as the result of a long-term agreement signed July 12 by the 20th Century-Fox Film Corp. and United Press Assn.

The film company's newsreel division, Fox Movietone News, will supplement the regular UP wire service with weekly quotas of background motion pictures, which will be sent to subscribing video stations as part of the station's basic film library. UP news stories will be cued by letter or other symbol to the appropriate illustrative films in the basic libraries.

Whether spot film coverage of current news stories would also be provided was not disclosed. LeRoy Keller, UP's general sales manager, has begun a sales survey of potential station clients for the new service.

The agreement launching the project was signed by Spyros P. Skouras, president of 20th Century-Fox, and Hugh Baillie, president of UP.

RORABAUGH ENTERS TV; FIRST REPORT MAILED

N. C. RORABAUGH Co., compilers of the Rorabaugh Report of spot broadcasting, last week announced it had entered the television field.

The company wil issue periodic reports of sponsors, programs, and all commercial time on U. S. television stations.

The first Rorabaugh Report on television, covering all video markets save St. Louis and Detroit, was sent to subscribers last week. It listed advertisers and products, agencies, length and type of programs and announcements, on all reporting stations. The company, situated at 347 Madison Ave., New York, intends to expand the report to cover all video stations as new ones go on the air.

Third Party Meet Coverage Planned

Radio-TV Job to Be as Thorough As at Demo, GOP Sessions

HENRY A. WALLACE'S Third Party Convention in Philadelphia July 23-25 will be covered as completely by radio and television as were the Democratic and Republican sessions, it was indicated last week.

The four large networks have announced plans to report all phases of the Wallace conclave in Philadelphia's Convention Hall and the Third Party rally scheduled for Shibe Park on Saturday night, July 24.

Specific details of the Wallace coverage had not been disclosed by the end of last week. It was understood, however, that many of the network personnel who had been covering the Democratic Convention would remain in Philadelphia for the Third Party gathering.

Meanwhile, J. R. Poppele, president of the Television Broadcasters Assn. and coordinator of the General Television Committee for Pooled Coverage of Major Political Conventions, disclosed the committee's plans for the Wallace convention.

All video network outlets and independent stations in Boston, New Haven, Schenectady, New York, Philadelphia, Baltimore and Washington will carry the pooled coverage, according to Mr. Poppele. Television cameras inside and outside of Convention Hall will be operated by NBC, CBS, ABC, and DuMont. The Philco Corp., operators of WPTZ Philadelphia, will have cameras at Shibe Park for the Saturday night rally.

The video firms will rotate production duties on alternate days, as was done during the Democratic and Republican conclaves.

Mack Firm Merges With Buchanan Co.

THE MERGING of Norman A. Mack Agency of New York with the $14,000,000-a-year Buchanan and Co., New York, Chicago, Los Angeles and San Francisco agency, was announced last week.

The Mack firm, whose three major accounts involve about $750,000 in billings, has been directed the last 15 years by Norman A. Mack, who joins Buchanan as vice president in charge of merchandising. The three accounts are Chen-Yu, Charles of the Ritz and Five-Day Laboratories.

Other key personnel making the transfer with Mr. Mack are Gertrude Brows, fashion director with Mack and now in a similar position at Buchanan, and Elliott Greenfield, Mack research head, who will devote himself to market analysis in the new setup.

Norman A. Mack was formerly located at 37 W. 57th St., New York.

TV PLAN HIT

FCC Allocation Procedure Challenged by FCBA

BOTH the wisdom and the legality of the procedures anticipated in FCC's proposal to rely on rule-making for changes in the television channel allocations table [BROADCASTING, March 29] will be challenged by the Federal Communications Bar Assn. in a brief now in preparation.

Following up its pending petition to be heard on the question [BROADCASTING, June 28], the bar group will not challenge the use of a video channel allocation table, which it in fact regards as a desirable guide and a "starting point in the study and development of a fair, efficient and equitable distribution of television service."

The FCBA protest will center on the degree of discretion which FCC proposes to give itself in granting or denying applicants a right to be heard when they propose changes in the table. The proposal as it now stands, according to FCBA spokesmen, would deny "basic legal rights" of applicants, would make the allocation table inflexible in actual effect, and give it "an unwarranted degree of permanence," and would produce "a system for the distribution of licenses different from that required by the Act."

The bar group will suggest an amendment which would give assurance that persons seeking channel changes will be given a hearing if the changes do not appear desirable on the basis of statements submitted in writing.

Unknown Factors Involved

Because of myriad unknown and unpredictable factors involved, any allocation plan must be kept as flexible as possible to accommodate each individual circumstance which develops in the future, the bar association leaders maintain. But FCC's proposal, they insist, would lead the Commission to exercise its licensing function "almost exclusively by rule-making procedure or administrative fiat that invokes uniformity for widely varying circumstances and applies discriminatory procedures without reason or justification."

Nor would the Commission have time for much else if it attempted to obtain as much information through rule-making hearings as it could get by application hearings presided over by its examiners, according to the views being compiled by a special FCBA committee. Not examiners but the Commission itself or one or more of its members would be required to sit on every hearing on a proposed channel-change under the FCC proposal, because the Communications Act requires that Commissioners alone may preside over rule-making hearings.

Further, the bar group contends, the FCC plan would mean two hearings where one would suffice, since the rule-making proceeding would be separate from the hearing on the merits of the applications involved.

The brief is being prepared by a special FCBA committee headed by Eliot Lovett and including Guilford S. Jameson, William C. Koplovitz, Philip G. Loucks, Neville Miller, and W. Theodore Pierson.

Sympathy Struggle

RADIO has played an important part in the struggle for public sympathy between Boeing Airplane Co. and Aero Mechanics Union in Seattle, Wash., since union went on strike April 22. Company is reported to be using total of 50 to 75 spots a day on all eight Seattle stations using theme: "Boeing has a job to do . . . Boeing has a job for you." Union is reported to be using two quarter hours weekly on KING Seattle for a semi-weekly "report to the membership." Boeing agency is Frederick Baker & Assoc., Seattle.

Dewey Campaign Center to Be D. C.

Personnel for Radio Activities Not Yet Announced

HEADQUARTERS for Gov. Thomas E. Dewey's Presidential campaign will be located in Washington, it was announced last week.

The decision was announced by the Governor during a New York conference with his campaign manager, Herbert Brownell Jr., and was made, he said, "to achieve complete integration and close harmony between the National Committee and the campaign organization."

Set Up Next Week

Mr. Brownell and Rep. Hugh Scott (R-Pa.), new Republican National Chairman, are expected to arrive this week to set up quarters with the Republican National Committee. At week's end, it was not known at Republican headquarters whether any radio personnel had been assigned. It was thought that would be decided after conferences with national committee officials this week.

Ford Bond, head of a New York production firm bearing his name and radio advisor to Governor Dewey for several years, had been prominently mentioned as the "natural" and likely choice to serve as radio director for the campaign [BROADCASTING, July 5].

IN A HUDDLE preparatory to launching of intensive introductory advertising campaign July 26 for Surf, Lever Bros. Co.'s new general household detergent, are (l to r) three Lever executives, Michael J. Roche, advertising manager, John L. Gilman, vice president in charge of advertising, and Lawrence R. Leach, assistant manager in charge of Surf. Radio phase of campaign calls for use of four spots each weekday on 35 stations in the Illinois, Indiana and Wisconsin markets. Day, Duke and Tarleton, New York, is the agency.

Output of TV Tubes Tripled, RMA Finds

Total Transmitting Sales Less For Quarter Than in 1947

SALES of cathode ray receiving tubes used in TV sets was tripled in the first quarter of 1948 compared to the same period a year ago, Radio Mfrs. Assn. announces in analyzing industry output of radio and television equipment.

First-quarter TV tube output in 1948 totaled 170,430 units compared to 51,214 a year ago. Of the 1948 output, 158,706 went to set equipment manufacturers, 10,74[illegible] to users and distributors, 894 to the government and 88 to export.

Total sales of all types of radio and TV equipment by RMA members, about 90% of the industry, amounted to $40,351,820 in the first quarter, down from $56,000,000 a year ago. Main factor in the decline was a drop in government purchases which amounted to $18,053,969, two-thirds radar, compared to $40,000,000 a year ago when wartime orders were being completed.

Sales of transmitting equipment for the quarter totaled $6,725,385, about the same as a year ago. FM transmitting sales totaled $1,615,204 compared to $667,435 for AM. Studio equipment sales for both AM and FM stations were $1,193,060 and antenna equipment, excluding towers, for both AM and FM stations totaled $558,577.

Sales of TV transmitters, including studio, transmitter, antenna and associated relays and receiving apparatus, totaled $1,682,615. Miscellaneous broadcast transmitting equipment sales were $369,048.

General communications equipment sales were $2,878,198 and marine and navigation $1,389,317. Sales of aviation communications and navigational equipment, including radar aids, totaled $683,101. All types of electron tube sales, including cathode ray, accounted for $10,536,935 of the quarter's radio and TV equipment total.

Industry Opposes FCC Remote Plans

Shift Endorsed; Views Conflict On New Spectrum Position

UNANIMOUS opposition to FCC's plan to remove remote pickup broadcasting from the 152-162 mc band, but conflicting views on the proposal to put this service in the 26 and 450-460 mc areas, were evidenced by broadcasters in statements filed with the Commission last week.

NAB, opposing the deletion of 152-162 mc, called the proposal "another page of the history of [remote pickup broadcast] facilities" which "have never been adequate in quantity or quality to serve the public interest from day to day, to say nothing of meeting distress and emergency needs."

NAB supported the proposed allocation of the 26-mc band for remote pickups, declaring that it "has value," particularly for cue and line-up work where some interference may be tolerated, but that the possibilities of interference from all sources are too great for reliable broadcast purposes." It also supported the proposed 450-460 mc allocation, which it felt would permit development of "specialized applications" and "accommodate some of the needs of the enormously multiplied AM, FM, and TV licensees."

The NAB felt that "unquestionably there would be greater use of [remote pickup] facilities were it not for the lack of stability caused by the failure of the Commission to make final and relatively permanent allocations."

Meanwhile WJR Detroit, WGAR Cleveland, and WEBR Buffalo jointly opposed the deletion of 152-162 mc, at least "until satisfactory substitute frequencies are available and until a reasonable amortization for the equipment has elapsed." The three stations felt that frequencies between 25-30 mc are not suitable for remote pickup broadcasting "because of skywave interference and the bulk of the antennas used," and that suitable equipment is not now available for such operations in the 450-460 mc area. WSM Nashville took a similar view.

NBC asked that one more channel be added to the 19 proposed by FCC for remote pickups in the 25-30 mc band but emphasized that 152-162 mc should be kept for such operations. In any event, the network declared, at least a five-year amortization period should be permitted.

Mutual similarly felt that 152-162 mc should be retained. Its petition maintained that the scarcity of remote pickup channels has been most severe in large metropolitan areas and that WOR New York, for example, has found 152-162 mc more satisfactory than any other frequencies it has tried. Mutual suggested that the 450-460 mc band be considered for aural television transmission, camera and pickup cueing and station lineups.

Other stations filing briefs, largely in opposition to the reallocation of 152-162 mc, included WGGA Gainesville, Ga., and KOIL Omaha.

Literally scores of protests against other phases of FCC's reallocations proposals were filed by non-broadcasting interests, such as police, railroad, taxicab, and similar services. Oral argument seemed assured, though no date has been set.

TAKING OVER as ABC Western Division manager of technical operations is Philip G. Caldwell (r), shown with his boss, Don Searle (l), ABC vice president in charge of West Coast activities. Mr. Caldwell, formerly manager of transmitter sales for General Electric Co., Syracuse, N. Y., assumed new duties July 8.

RADIO NEWS

NAB Committee Holds D. C. Session

RADIO news will strengthen its hold on the listening public through constantly improved service, the NAB Radio News Committee agreed last Tuesday at a meeting held at NAB's Washington quarters.

Looking into the future of radio news, with one eye on the anticipated withdrawal of the FCC's Mayflower editorial gag, the committee reached these conclusions:

The number of people getting most of the news from radio will increase. It was 44% in November 1947 when the last NORC study was made.

The number of people now getting part of their news from radio (although getting most of it from other sources) will get more and more of their news from radio in the future.

Station management should periodically examine its news position and cultivate professional standards.

Station management should give continuing attention to local coverage.

Main action taken by the committee to raise the calibre of radio newscasting was to vote resumption of radio news clinics on a broad scale. These workshop meetings were started in November 1945, reaching into many parts of the nation. The discussions of problems by newsmen and management, conducted by Arthur C. Stringer, NAB department head, were found by the committe to have strengthened news broadcasting wherever clinics were held.

The committee discussed possible effects of Mayflower reversal, but took no definite stand pending FCC action. Possibility of a decision carrying strings was foreseen. NAB President Justin Miller and Don Petty, general counsel, went into legal aspects of the Mayflower case. The committee voted continuous opposition to the Mayflower decision until final reversal.

At Judge Miller's suggestion the committee will reprint a statement before the Law Revision Committee of the State of New York by E. R. Vadeboncoeur, WSYR Syracuse, NAB news committee chairman. Mr. Vadeboncoeur testified in favor of a plan to include radio newsmen in proposed legislation protecting newsmen from revealing sources of information.

James L. Howe, WCTC New Brunswick, N. J., a member of the NAB committee, said New Jersey has a newspaper privilege bill and that an amendment to include radio newsmen had been introduced. The committee pamphlet will include a list of states having newspaper privilege laws and indicate whether radio is included.

Present at the NAB session, besides Messrs. Vadeboncoeur, Howe and Stringer, were Wilton E. Cobb, WMAZ Macon, Ga., and C. E. Arney Jr., NAB secretary-treasurer.

TV Stumps Censor Board in Maryland

Members Ask Ruling on Question Of Right to Judge Video Fare

A RULING on whether the Maryland State Board of Motion Picture Censors has any responsibility for censoring television fare was requested last week by the board from the state's attorney general.

Reason for the request, according to Mrs. Helen C. Tingley, chairman of the board, was receipt of a letter from the Theatre Owners Assn. The letter complained that although the movie industry was forced to bear the expense of censorship, television was not.

Mrs. Tingley said that the motion picture industry has been concerned over competition from video, fearing it will cut down movie revenues.

When she received the letter, Mrs. Tingley related, she queried the states of New York, Ohio, Pennsylvania and Virginia to see what they were doing about the matter.

All of them gave the same reply that they were doing nothing, except for Virginia, which added a possibly indicative "not as yet" to its answer.

Maryland law instructs the board to review all "motion-picture films or views" to be sold, loaned, leased or exhibited in the state. It will be up to the attorney general to determine whether this applies to television.

Franco Heads New AAAA Committee

Media Problems of TV and Radio To Be Prime Interest

AMERICAN ASSN. of Advertising Agencies, in streamlining its committee structure, has formed a new committee on radio and television broadcasting to deal with media problems.

Mr. Franco

Chairman is Carlos Franco of Young & Rubicam Inc., New York, and a director of Broadcast Measurement Bureau. Other members are: Richard C. Bachman, W. Earl Bothwell Inc., Pittsburgh; Elizabeth Black, Joseph Katz Co., New York; Henry Clochessy, Compton Advertising Inc., New York; William C. Dekker, McCann-Erickson Inc., New York; Jan Gilbert, Harold Cabot & Co. Inc., Boston; Kathryn M. Hardig, Ralph H. Jones Co., Cincinnati; George Kern, Benton & Bowles Inc., New York.

Gordon Mills, Kudner Agency Inc., New York; Linnea Nelson, J. Walter Thompson Co., New York; Harlow P. Roberts, Goodkind, Joice & Morgan Inc., Chicago; Frank Silvernail, BBDO Inc., New York; R. G. Simmons, Meldrum and Fewsmith, Cleveland; Barton A. Stebbins, Barton A. Stebbins, Los Angeles and Kenneth Godfrey, AAAA, as secretary.

P & G ENTRY INTO TV REGARDED AS CERTAIN

ALTHOUGH no efforts were made to buy a specific television film product, Procter and Gamble's entry into the field is considered certain following several days of interviewing and viewing last week by key advertising executives of the firm and Compton Adv. Inc. in Hollywood.

Each producer was introduced via his background and then given an opportunity to show his films.

Participating in the discussions were: For Procter & Gamble—G. A. Ralston, night-time director of radio, who set up the seminar; A. N. Halverstadt, manager of the radio and media division; W. M. Ramsey, director of radio production; for Compton—Robert W. Holbrook, president; Lewis H. Titterton, vice president and radio director.

Raymond N. Newby

RAYMOND N. NEWBY, 53, CBS engineer for the past 18 years was buried in Whittier, Calif., July 16. He died July 13 after an extended illness. For the past eight years he had been on the technical staff of KNX Hollywood. He is survived by his wife, Marie A. Newby, and daughter, Nancy Lee.

NOVEL TWIST on its one-minute weather telecasts is being used by The Hecht Co., Washington, D. C., department store. Aired over WMAL-TV Washington at 6:59 p.m. Monday through Friday, the first 30 seconds is devoted to the weather, with a model adjusting the gauge while a narrator gives details. The last 30 seconds is given over to a description and showing of an appropriate costume for the following day's temperature.

New Sound on Film Kinescope Ready

NEW kinescope recording camera capable of 24 frame sound on film result was announced by James Nicholson, head of Television Relay Inc. at the monthly meeting of the Academy of Television Arts and Sciences in Hollywood July 13.

The camera is the joint development of Television Relay Inc. and Berndt-Bach, manufacturers of the auricon camera. Photographically it "is the answer to the need of television broadcasters for a quick, economical method of transcribing live shows and events on film for later re-broadcast," according to Mr. Nicholson.

The equipment will not be for sale, Mr. Nicholson stated, but will be used to provide service to stations on a footage basis. "Our own technicians and cameramen will operate the equipment and arrangements will be made in each area for fast processing," he said.

Mr. Nicholson emphasized that "rates will be materially less than what it would cost the broadcaster to perform the work himself with any existing equipment." The unit, he reports, will be complete with kinescope tubes and will be installed without charge; the station must only provide the space and pay for the footage on some sort of contract basis per footage used.

Technically stated, this new unit converts 30 frames or 60 scans into 24 complete pictures per second; in doing so it is necessary to join together scans onto each frame of film so as not to cause a flicker.

Television Relay Inc. sales department is headed by Jack Strauss, with offices at 5879 West Pico Blvd., Los Angeles.

RECORD REPORT

Prospects for Lifting Ban to Be Told

A REPORT on the outlook for lifting the recording ban will be issued in a few days by record company representatives within the Industry Music Committee, according to a statement last Thursday by an official of Decca Records.

Decca's President Jack Kapp, speaking for his industry colleagues, reportedly met with James C. Petrillo, the AFM president, two weeks ago in an effort to resume negotiations leading to a reversal of Mr. Petrillo's adamant stand against further record making by union musicians.

Although the official at Mr. Kapp's office refused at first to admit there had been any such meeting, he went on to say that any statement now on the recording situation would impair relations between the two camps, thus admitting tacitly that Messrs. Kapp and Petrillo had conferred and implying that the current situation is in delicate balance. Mr. Kapp himself left for Europe last Thursday, according to his office.

Meanwhile, the Industry Music Committee, organized some months ago to seek means of prying the lid from the record and transcription business, has tentatively scheduled a meeting for tomorrow, July 20, probably in the executive offices in New York.

Rumors of impending settlements continued to fly thick and fast last week, as they have every week in the six months since Mr. Petrillo put his foot down. But there were few facts to buttress them. All parties and individuals involved, even remotely, wrapped themselves in awesome, Oak Ridge secrecy and kept their quotes as short as possible . . . "no comment."

So little is known about the hypothetical meeting between Mr. Petrillo and Mr. Kapp that it might have taken place in a soundproofed, hermetically-sealed room —germ-free, of course—on "The Street With No Name," from the picture of the same title.

Internal Struggle Continues In 802

Unity Group Makes Second Appeal to Petrillo

ANY RESEMBLANCE between the allegedly undemocratic administration of Local 802, New York showcase of the American Federation of Musicians, and similar charges recurrently brought against Mr. Petrillo's regime in the national union, is purely coincidental, a spokesman for the New York local's dissidents declared last week.

This view was taken by Henry A. Maccaro, a leader of the local's "Unity" ticket and one of the four members of the 802 executive board whose "disciplining" by the local bosses [BROADCASTING, July 5] brought out into the open dissension within the union which had been smouldering for several years.

Mr. Maccaro, an attorney, said that he and the other members who comprise the local's Unity Group remain solidly behind Mr. Petrillo and the AFM national leadership generally, despite their dissatisfaction with the way Local 802 is being run. The Unity leaders currently are awaiting the international president's reply to their second appeal in two weeks for top-echelon support in their struggle with the Local officers.

The appeal was sent after a membership meeting, held on July 12 in New York's Palm Garden Ballroom, ended in a near-riot. The union president had ruled in the first instance in favor of the Unity Group, upholding the legality of the June 14 meeting in spite of contrary protestations by the Local president.

Last week Mr. Petrillo was attending the Democratic National Convention in Philadelphia as a delegate-at-large from Illinois, with one-half vote. Mr. Maccaro said he expected a reply from the AFM president upon his return, and said he was confident the Unity Group again would be upheld.

Talk among the 802 dissidents of impeaching the Local officers for what Mr. Maccaro has called "incompetent, irresponsible and bungling" policies have diminished, he indicated. Instead the Unity Group is expected to bide its time in the hope of unseating the present officers in the bi-annual local elections next December.

New Radio Courses

THROUGH special arrangements between NBC and Columbia U., the 1948-49 school year will include 27 courses providing professional training in radio, with 17 of the 21 instructors being NBC staffers. Seventeen of the courses will be conducted in the network's studios. The three new courses to be included in this year's curricula are: Radio audience research, conducted by Hugh M. Beville, NBC director of research; radio in international relations, conducted by Fred Bate, assistant to NBC vice president in charge of international relations, and a documentary workshop, directed by Frank Papp, NBC producer.

WIBW-FM Topeka Begins Regular Bus Broadcasts

ANOTHER city, Topeka, Kan., is now offering passengers specialized radio fare with their rides on a regular basis as the result of an arrangement reached between WIBW-FM and the Topeka Transportation Co.

Broadcasting service, consisting of recorded and transcribed music, time signals, weather reports and brief news summaries, was launched July 12 and will be offered to bus riders regularly during the peak traffic hours, station officials report.

Ben Ludy, manager of WIBW and WIBW-FM Topeka, believes the service is the third of its kind in the nation.

Miami Gets Look At Multiplex Fax

'Herald,' WQAM-FM Airing FM, Fax Editions Simultaneously

MULTIPLEX facsimile broadcasting, involving transmission of FM programs at the same time that facsimile news stories and pictures go on the air, was launched by *The Miami Herald* in cooperation with its affiliated station, WQAM-FM at 12:01 a.m. July 15.

James L. Knight vice president of Knight Newspapers, said the midnight edition was the first of its kind in newspaper history.

WQAM-FM's transmitter will broadcast ABC programs and the *Herald's* facsimile editions simultaneously, according to Mr. Knight.

FM listeners will get usual programs without hearing facsimile signals. Facsimile readers in Miami will get the news, pictures and voice announcements without interference from the ABC shows.

The *Herald* and WQAM-FM now transmit five daily facsimile editions totaling 20 pages of news and pictures, Mr. Knight said. The multiplex development makes it possible to expand to 12 editions and 48 pages daily, he explained.

Fall Schedule Plan

Changeover of facsimile receivers to the multiplex system is underway. By early fall the *Herald's* expanded service will be available to hotels and business firms throughout the Miami area, Mr. Knight said.

Timothy J. Sullivan, *Herald* facsimile editor, had this to say: "Multiplex is the latest of 14 electronic developments to come out of the *Herald's* facsimile laboratory since we began daily facsimile editions in December 1947.

"We have deliberately held up placement of facsimile receivers during this development period. Meanwhile, the *Herald* has offered daily facsimile editions on a few sets located in Miami and Miami Beach.

"Successful multiplexing means facsimile can be transmitted without cutting off the aural FM commercial programs. We believe this is the most significant recent development in this infant industry."

Marion Gulick, *Herald* facsimile engineer, designed and constructed the multiplex equipment in the *Herald's* facsimile laboratory. William Lee and Willard R. Burton, of the *Herald's* facsimile technical staff, assisted him.

WLEE

announces the appointment of

FORJOE & CO.

as its exclusive

National Representative

We expect big things from Forjoe—lots of nice, new national business for WLEE. They'll be calling on you soon with the big WLEE story. Let us know what you think of it, won't you?

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, President

IRVIN G. ABELOFF, Gen. Mgr.

Bull's-

is E

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KSDJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Fort Worth-Dallas	WBAP-TV
New York	WPIX
St. Louis	KSD-TV

's-Eye Radio"

ECONOMICAL

RADIO

If you are selling your product in every city, town and hamlet in the U. S., *and if* your sales in every market are now 100% of that market's final potential, *and if* you can foresee no possibility of change—then our headline, above, is certainly not true *for you*.

For everybody else, however, spot radio (Bull's-Eye Radio) is the most economical medium in the field of consumer advertising, and we think we can prove it to you.

Give us the facts about your present advertising activity, and *see* if we can't come up with some suggestions. After sixteen years as pioneer radio (and television) station representatives, working with many of the finest stations and most successful advertisers in the nation, we know some things that you'll be glad to hear.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

CAA EXPLAINS

Broadcasters' Fears Allayed

PRONOUNCEMENTS by Civil Aeronautics Authority officials last week dissipated fears in radio circles that the aeronautics agency contemplates utilization of a new law for indiscriminate purchases of land, giving it air space which would dislodge broadcasters.

Misgivings have arisen in broadcasting circles since passage in the final hours of the second session of the 80th Congress of a bill, H.R. 4434, subsequently Public Law 872. The law empowers the CAA administrator to buy, lease, condemn, or otherwise acquire, land near government airfields on which alleged obstructions to air navigation are located.

Broadcasters' concern while the bill was being designed by CAA legal draftsmen evidently was justified for in the form it was presented to Congress it contained broad powers, observers said.

However, legislators injected a section restricting condemnation powers of the CAA to the landing approach zone and its immediate surrounding environs. Without the restrictive clause, broadcasters could have been bludgeoned into line by a powerful CAA legal weapon which would permit arbitrary rulings on tower locations, industry officials declared.

It was felt in official quarters that the law, in its present form, would equip the CAA to cope with other navigational problems, such as high smokestacks or buildings, constructed near a government airport. CAA officials told BROADCASTING last Thursday that it was highly unlikely that many broadcasters would be affected by the new law. They indicated that there might be isolated cases in which CAA would try to effect "a mutual settlement." A remote possibility where the CAA might ask the broadcaster to divert his transmission or when the agency might be compelled to acquire his transmitter site would be in the case where a broadcasting signal crossed or interfered with the ground control approach signals. In this case it was felt that the CAA might interpret the law to give it power to condemn land geographically situated beyond the immediate area of the government airfield.

Authorities said the statute would not be applicable to AM, FM or TV towers located an acceptable distance from the approach area and whose signals do not interfere with the ground control system. CAA standards defining the borders of the approach area are governed generally by the length of the runways, the types of aircraft operating from the field (consequently their gliding angle), and the adjacent terrain. Only areas near government areas are affected and parties affected by government condemnation are compensated for their losses, CAA officials said.

Text of Law

Part of the text of Public Law 872, of interest to broadcasters, follows:

(c) The Administrator (CAA), on behalf of the United States, is authorized, where appropriate to carry out this section, (1) to accept any conditional or unconditional gift or donation of money or other property, real or personal, or of services; (2) within the limits of available appropriations made by the Congress therefor, to acquire by purchase, condemnation, lease, or otherwise, real property or interests therein, including, in the case of air-navigation facilities (including airports) owned by the United States and operated under the direction of the Administrator, easements through or other interests in airspace immediately adjacent thereto and needed in connection therewith; and (3) for adequate compensation, by sale, lease, or otherwise, to dispose of any real or personal property or interests therein, so acquired. Any such acquisition by condemnation may be made in accordance with the provisions of the Act of August 1, 1888 (40 U.S. C. 257; 25 Stat. 357), the Act of February 26, 1931 (40 U.S. C. 258a-258e; 46 Stat. 1421), or any other applicable Act of Congress: PROVIDED, That in the case of condemnations of easements through or other interests in airspace, in fixing condemnation awards, consideration may be given to the reasonable probable future use of the underlying land.

TV Color Guide

A TELEVISION color guide is being distributed to agencies and video advertisers by WLWT (TV) Cincinnati. The guide contains a center block of colors and hues, flanked on one side by a grey scale representing the colors reproduced on pancromatic film, and on the other side by a grey scale representing reaction of the same colors in the image-orthicon camera. Facts about the station are printed on the back of the folder.

HUMKO SAYS ITS WONDERFUL*

HUMKO is the name of one of Memphis' leading manufactured products. It's the leader-by-far in Memphis against national brands of shortening.

George Gershwin furnished the inspiration for their slogan: "It's Wonderful" and it is wonderful!

WHHM's sales story is wonderful, too!

Wonderful Hoopers (giving the audience what they want, when they want it).

Wonderful clients—advertisers who know **WHHM** rings the bell at the cash register when that campaign is **WHHM**-aired.

WONDERFUL, WONDERFUL, WONDERFUL FOR WHHM delivers:

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Independent—but not aloof

MEMPHIS, TENNESSEE

PATT McDONALD, general manager

FORJOE & CO., representatives

***HUMKO—the Dainty Cooking Fat—all vegetable**

Write or call for availabilities for local or nationally advertised products or services!

YOU MIGHT THROTTLE A LEOPARD WITH YOUR BARE HANDS*—

BUT . . .

YOU NEED WKZO-WJEF TO MAKE A KILLING IN WESTERN MICHIGAN!

Good reception of even the largest "outside" stations is mighty unreliable in Western Michigan—so spotty, in fact, that most people in that area don't even *try*. Their signals are effectively choked off by a real wall of "fading" that surrounds our area.

Hence WKZO in Kalamazoo and WJEF in Grand Rapids get a lot more listenership than most regional stations would ordinarily draw. *Your Hoopers prove it!*

The latest Hooper (Jan.-Feb., 1948) shows that WKZO's Share of Audience in Kalamazoo, Mon. thru Fri., Noon to 6:00 p.m., is 55.2—36.5 above its highest competition. WJEF's in Grand Rapids is 26.7—4.5 above its highest competition.

Don't you think you ought to investigate further? Write, or ask Avery-Knodel, Inc.

* *On a hunting expedition in Africa, Carl E. Axeley killed a full-grown leopard by choking it to death.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WSPD - TV Begins Telecasting Today

Fort Industry Outlet Is Epuipped At Half-Million Dollar Cost

WSPD-TV TOLEDO, equipped at a cost of $500,000, was slated to take the air today (July 19) with the first telecast of baseball in Toledo.

With a 555-foot antenna tower in the heart of the city, the station expects to cover a radius of 45 miles. It is assigned Channel 13 (210-216 mc). By fall, WSPD-TV hopes to be linked by coaxial cable and radio relays with St. Louis, Chicago, Milwaukee, Detroit, Cleveland, Buffalo and New York.

It is planned to use $30,000 video equipment in covering games of the Toledo Mudhens from Swayne Field. In order to protect the equipment a special platform on the second deck of the stands has been partially enclosed by heat-tempered plate glass through which the cameras will shoot most action.

Made by Libbey-Owens-Ford Glass Co., the glass is a plate 4x9 feet and one-half inch thick. It provides clear vision and is said to be five to seven times stronger than ordinary plate glass with greater resistance to shocks.

Completion of the production staff of the Fort Industry station was announced by E. Y. Flanigan, general manager.

Steve Marvin, who started in video in 1940 at WCBS-TV New York, is production director. Film director is Elaine Phillips, who started in TV in 1943 at WBKB Chicago and set up and directed the film department at WWJ-TV Detroit. Ashley Dawes is remote director. He entered TV in 1943 at WRGB Schenectady and worked there until joining WSPD-TV in May. The art director is Jerry Peacock, who entered video in 1947 doing free-lance art work for WWJ-TV while working for a local agency. Mr. Peacock joined WSPD-TV in May.

Trial run to test cameras and lenses of WSPD-TV Toledo, Ohio, is made at Swayne Field by (l) E. Ashley Dawes, remote director; (rear) Harry Prue, camera man, and (r) Stanley Jones, technician.

Upcoming

July 23-25: Third Party Convention, Philadelphia.

July 26-27: NAB District 4 meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

July 29-30: NAB District 3 meeting, Bellevue-Stratford Hotel, Philadelphia.

Aug. 2-3: NAB District 1 meeting, Somerset Hotel, Boston.

Aug. 5-6: NAB District 2 meeting, Hotel Sheraton, Rochester, N. Y.

Aug. 9-10: NAB Districts 7-8 meeting, French Lick Springs Hotel, French Lick, Ind.

Aug. 12-13: NAB District 9 meeting, Palmer House, Chicago.

Aug. 16-17: NAB Districts 10-12 meeting, Meuhlebach Hotel, Kansas City.

Aug. 16-17: Missouri Broadcasters Assn., first annual meeting, Meuhlebach Hotel, Kansas City.

Aug. 19-20: NAB District 11 meeting, Radisson Hotel, Minneapolis.

Aug. 23-25: Western Assn. of Broadcasters, annual convention, Bessborough Hotel, Saskatoon, Sask.

Aug. 24-27: American Institute of Electrical Engineers, Pacific general meeting, Spokane, Wash.

Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Sept. 27-29: FM Assn., annual convention, Hotel Sheraton, Chicago.

WDXB in Chattanooga Is Fulltime Independent

WDXB Chattanooga, Tenn., has started fulltime operation on 1490 kc with 250 w. The independent station is owned by Joe V. Williams, Chattanooga attorney, and is managed by Charles H. Gullickson, former program director of WDEF Chattanooga.

Walter H. Stamper Jr., also former WDEF program director, is program manager, continuity chief and traffic manager. Other ex-WDEF personnel at WDXB are Byron Fincher, chief engineer, and William Palmer, chief anouncer. Walter Dyer and James Rodgers, both formerly of WAGC Chattanooga, are engineers, and announcers include Red Brown, Lloyd Payne, Peyton Bryan and Hillard Brown. Control operators include Dewey Bryant, Ken Rodgers and Gene Lewis. Members of the sales staff are Margaret Spitler and J. Will Rodgers.

Station operates 18 hours daily and uses World transcriptions and International News Service.

Broadcasts to Far East No Longer Being Jammed

"VOICE OF AMERICA" broadcasts to the Far East are now free from "jamming" for the first time in months, the State Dept. reported last week.

Odd noises began to hinder the broadcasts early this spring [BROADCASTING, April 26], and continued through June. Russia answered an American protest by saying she was not to blame for the interference. However, source of the trouble was traced to a Siberian point about 5,000 miles east of Moscow.

The broadcasts "have geen getting through pretty well lately," according to the State Dept.'s latest report.

WSIX selected again

ABC AFFILIATE

5000 W • 980 KC

We can't say definitely that WSIX made this sale for one of Nashville's leading men's stores . . . But it must have helped sell a whole of a lot of merchandise to be selected for 9 straight years. Dozens of local, regional and national advertisers have used time ranging from 1 to 4 hours weekly year in and year out. Their sales must have proved what engineers showed — WSIX gives adequate coverage in Nashville's 51 county retail trade area. Check with your nearest Katz representative for facts and figures.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative:
THE KATZ AGENCY, Inc.

. . . And WSIX-FM • 71,000 W • 97.5 MC

WSIX gives you all three: Market, Coverage, Economy

K. S. SELLOGRAM

KSL DAYTIME MARKET RANKS AMONG

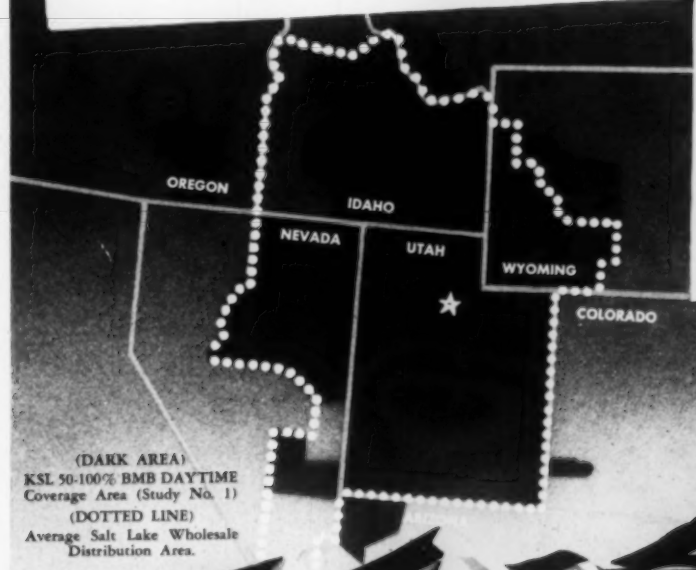
7 TOP U.S. CITIES IN POPULATION.

KAY S. SELL

City Populations†

(1) New York - - 7,871,000
(2) Chicago - - - - 3,600,300
(3) Philadelphia - 2,115,000
(4) Los Angeles - 1,921,200
(5) Detroit - - - - 1,921,000
(6) Baltimore - - - 1,007,200
(7) KSL DAYTIME AREA - - - 987,500
(8) Cleveland - - - - 963,400
(9) St. Louis - - - - 906,200

†1948 Sales Management Survey of Buying Power



(DARK AREA)
KSL 50-100% BMB DAYTIME Coverage Area (Study No. 1)
(DOTTED LINE)
Average Salt Lake Wholesale Distribution Area.

ONE MILLION PEOPLE LIVE WITHIN THE SALT LAKE WHOLESALE DISTRIBUTION AREA, which coincides almost perfectly with KSL's 50-100% BMB Daytime Coverage Area. And of these million people, MORE ACTUALLY LISTEN MOST FREQUENTLY TO KSL THAN TO ANY OTHER STATION OR REGIONAL NETWORK—morning, afternoon, and evening*. Let Radio Sales give you facts on how you can reach these million prospects—consumers, distributors, and retailers alike—through KSL.

*Hooper Listening Area Coverage Index of 69 Counties, Spring, 1948

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES, Radio Stations Representative, CBS

KSL CBS

TV BIDS

Four Applications Include Two More by Lasker

FOUR applications for commercial television stations were filed with the FCC last week, anticipating an initial expenditure of nearly a million dollars.

Two of the applications were filed by Edward Lasker, motion picture producer, who previously had filed for Denver, Salt Lake City and Seattle, Wash. His new requests are for Fresno, Calif., and Portland, Ore.

Applications were also submitted by KOMA Oklahoma City, and WLAC Nashville, Tenn.

Mr. Lasker, producer with Walter Wanger Pictures Inc. and former radio executive, made his fourth video bid with an application for Channel 7 (174-180 mc) at Fresno, Calif. His three previous applications, at Denver, Salt Lake City and Seattle, Wash., are still pending. The Fresno application calls for 30 kw visual and 15 kw aural powers with an antenna 1,183 feet above average terrain. Initial cost was estimated at $228,991 with first year's operating expenses estimated at $195,000. No estimate of income for the first year of operation was given.

The fifth application by Mr. Lasker requested Channel 10 (192-198 mc) at Portland, Ore. Powers of 30 kw visual and 15 kw aural were proposed, using an antenna 2,768 feet above average terrain. The initial cost was given as $225,337 with operating expenses for the first year estimated at $125,000. Income for the first year was not estimated.

The application of KOMA Inc., Oklahoma City, Okla., seeks Channel 5 (76-82 mc) with 17.3 kw visual power and 6.25 kw aural power. An antenna of 490 feet was specified. The initial cost was listed as $208,925 with an expenditure of $70,000 estimated for the first year. Income for the first year was estimated at $35,000. Principals of KOMA Inc. are also principals in Tulsa Broadcasting Co. which operates KTUL and KTUL-FM Tulsa, Okla. Tulsa Broadcasting applied for Channel 8 (180-186 mc) in that city June 22.

J. T. Ward, doing business as WLAC Broadcasting Service, placed an application for Channel 7 (174-180 mc) at Nashville. Powers of 16 kw visual and 14.2 kw aural were specified with an antenna height of 746 feet above average terrain. Mr. Ward placed the initial cost of the station at $205,100. The cost of the first year of operation was estimated at $100,000 with no estimate of the first year's income given. Mr. Ward owns and operates WLAC Nashville.

Ask 2-Year Delay On FCC FM Order

FM Assn. Wants 44-50 mc Ruling Held in Abeyance

FM Assn. petitioned FCC last week for two-year delay in the effectiveness of its order removing FM stations from the 44-50 mc band [BROADCASTING, May 10] Dec. 1 is the effective date stipulated in the Commission's order.

FMA reiterated its plea for continued use of the 44-50 mc "low band" for FM network relaying, asserting that "the representations of AT&T as to the availability of common carrier facilities" for this purpose "have not in fact been fulfilled."

Nor has there been substantial experience in the use of the 940-952 mc band which FCC proposes for use in FM relaying, the association's petition declared, adding that apparently FCC hasn't considered the "relative costs of installing relay stations on the 940-952 mc band as compared to the cost of using FM relay facilities in the 44-50 mc band."

With respect to network relaying by direct broadcast from one FM station to another, FMA noted that the success of this method, which is in use by portions of Continental and other FM networks, depends upon there being no "breaks" in the chain—if one station in the link fails to carry a program, the relayed program ends there. Further, the petition said, as more and more FM stations take the air, their interference-free service areas will shrink, thus placing "an ever-increasing limitation upon the system" of rebroadcasting.

In addition to an extension of its 44-50 mc order, FMA asked FCC to schedule further conferences with AT&T to get additional testimony on the telephone company's efforts to establish 15,000-cycle lines for FM network purposes. AT&T should be required to explain "why representations previously made regarding the manufacture of terminal equipment had not been carried out," and should be called upon to furnish a schedule of production for these facilities, the petition declared. Further, FMA said, the two-year extension should be used for further investigation of the 940-952 mc band and its suitability for FM intercity relaying.

1948! and it's bigger audiences* than ever for Buffalo's first station

CBS WGR 550

*That's what Hooper says

Leo. J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR BROADCASTING CORPORATION
RAND BUILDING BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

WMBH KNOW WEAR KVGB KSTT KELD KRRV
WDAY KCMO WBBB KGEZ WMLS KONO KMAC

TEMPLE DAILY TELEGRAM, TEMPLE, TEXAS

Thursday, May 27, 1948

You Can Hear Pin Drop—But Not Echo—In Modern Studios

You can hear a pin drop in one of KTEM's new studios, but if you hear it echo you must have a contact with the spirit world.

Reason you could hear the pin hit is that no effort has been spared to make the studios completely void of any noise. Incandescent lights are used instead of fluorescent because fluorescent tubes emit a slight hum.

Reason you couldn't hear an echo is that sound waves are handled like a well-controlled pool ball—bounced once or twice but kept headed in the right direction.

Sound waves in the studios are "kept alive," not absorbed completely as was the old practice of sound control. The principle of acoustics employed at KTEM is that the voice and musical scale must retain their life and tone, but harshness, reverberation and echoes must be filtered out.

This marvel is performed by the action of Heerwagen acoustical diaphragm tile — a contraption that operates like the diaphragm on a loud speaker or the diaphragm of the middle ear in the human head.

The tile gives and takes . . . it absorbs most at non-harmonic frequencies, thereby keeping the sound waves pure.

Each tile is a foot square, fireproof, made of a material that weighs only three ounces. In KTEM's three studios, they cover the area of the ceiling and walls to a point eight feet down the floor.

From that point down, combed plywood is used. In each of the studios, modernistic motif is obtained by the color scheme of the plywood. Opposite walls are solid green and yellow and gold and dark blue in two of the studios, and entirely powder blue in the third.

HEERWAGEN ACOUSTIC DIAPHRAGM TILE

acclaimed

by Radio Stations

from coast to coast

Heerwagen Acoustic Decoration Co.

Factory: Fayetteville, Ark.

WCLO KOJM WJTN WLOX
KXAR WLW KUIN KWBU
KFGO KCIL WHBQ WKOW
KTEM WMAK KROF KDMO
KPET WLDM WJBO WCFL
KTUL KGRH KARK WJBC WRR KUOA KFSA
KRKN KMHT KRDO KCTX KBYE KCNC KHUZ

WEBR
BUFFALO
Now
5000 Watts
Day and Night
NOW 970 KC

delivers more listeners per dollar in the richest market in upstate New York.

WEBR covers a population area of 1,089,556 by day; 978,545 by night—a concentrated market spending $834,352,000 annually in retail purchases.* You reach this rich market at less cost per listener when you sell through WEBR.

Does WEBR get sales results? Ask the many satisfied customers who re-new with WEBR year after year. For example, one of Buffalo's leading specialty shops has been a WEBR advertiser for seventeen years consecutively.

*Sales Management Estimate Figures — January 1, 1948.

WEBR, Inc.
The Buffalo Courier-Express Station, 970 kc
THE MUTUAL BROADCASTING SYSTEM
WEED & COMPANY
National Representatives

ROWBOAT FOR BOYS
WDEL Helps Chiefs of Police In Summer Camp Project

Mr. Aydelotte presents boat and scroll to Herbert Barnes (r), superintendent of Delaware State Police.

* * *

WDEL Wilmington, Del., has been given credit for substantial assistance in a project undertaken by chiefs of police in Delaware to establish a summer camp for deserving boys. Total of $15,000 was raised in less than a month.

An example of WDEL's help, according to J. Gorman Walsh, station manager, was a stunt on the station's *Saturday Night Dancing Party*. Dick Aydelotte, disc m.c., said he would honor phone requests only if accompanied by a pledge to help buy a big rowboat for the camp. Twenty minutes later, Mr. Walsh said, Mr. Aydelotte had more than enough contributions to buy the boat.

PROPOSED DECISIONS RULE CHANGED BY FCC

TO SPEED its disposition of hearing cases, FCC last week dropped the requirement that its proposed decisions show the Commission's ruling on every "relevant and material finding and conclusion" proposed by the applicants.

The Commission held, in effect, that time is wasted when a ruling must be made on every proposed finding suggested by applicants, and that in any event the applicants' rights were fully protected by reason of the right to file exceptions after the issuance of proposed decisions and by rulings of the Commission with respect to such exceptions . . . "

FCC's proposed decisions will continue to show "proposed findings and conclusions, as well as the reason or basis thereof, upon all the material issues of fact, law, or discretion presented on the record; and the appropriate rule, order, sanction, relief, or denial thereof."

The extent to which the new policy will speed up the general preparation of proposed decisions by the Commission could not be foreseen, since the filing of proposed findings by parties is not mandatory and frequently is foregone.

Agencies

(Continued from page 8)

WALTER BUNKER, manager radio production, Young & Rubicam, Hollywood; **JUSTIN DART**, president, Rexall Drug Stores; **LEWIS ALLEN WEISS**, MBS Hollywood executive vice president; **MARVIN YOUNG**, Ruthrauff & Ryan Hollywood office manager; **ROBERT BALLIN**, vice president, Foote, Cone & Belding, Hollywood; **JACK VAN NOSTRAND**, Hollywood manager, Sullivan, Stauffer, Colwell & Bayles.

PAUL RADIN, vice president, Buchanan & Co., Los Angeles, and Decla Dunning, authoress, were married July 5.

JULIAN E. O'DONNELL resigns as vice president and treasurer of Hixson-O'Donnell Adv., Los Angeles, announcing no future plans. **KAI JORGENSEN** continues as agency chairman of board and **ROBERT M. HIXSON** as president, with name changed to Hixson & Jorgensen Inc. **H. D. WALSH**, former secretary, named vice president. Name change does not affect Hixson-O'Donnell agency in New York.

THEODORE PALMER, formerly in radio section of Procter & Gamble Co. advertising department, joins Kastor, Farrell, Chesley & Clifford, New York.

CURTIN MacAFEE, formerly with Aitkin-Kynett Co., Philadelphia, appointed account executive at Gray & Rogers, Philadelphia.

MARION HARPER Jr., vice president in charge of research and merchandising for McCann-Erickson Inc., New York, elected a director of Adv. Research Foundation.

COWAN-GILLIAM Adv., with Chicago and Fort Worth offices, formed by **JOSEPH B. COWAN** and **CHESTER A. GILLIAM Jr.** Mr. Cowan will be at Fort Worth and Mr. Gilliam at Chicago.

A. C. BURY, former advertising and sales promotion manager for John H. Graham, manufacturers representative, joins Chelsea Adv., New York, as account executive.

ALFRED EICHLER, for past year member of creative staff of Biow Co., New York, named copy director in charge of all soap copy on Procter & Gamble account for the agency.

KUDNER AGENCY, New York, announces three new stockholders: **A. M. CORRIGAN, MYRON P. KIRK** and **C. M. ROHRABAUGH**, all long-time executives.

TED STROMBERGER, West-Marquis Inc. account executive, elected president of Los Angeles Adv. Club, succeeding **JOHN R. CHRISTIE**, advertising manager and junior vice president of Citizen's National Trust & Savings Bank of Los Angeles.

A. CULVER BOYD, for past several years copy chief for John H. Riordan Co., Los Angeles, joins creative staff of Erwin, Wasey & Co., same city.

GEORGE GALE, former account executive with Universal Adv., Hollywood, joins Tullis Co., that city, in same capacity.

HUGO WAGENSEIL & Assoc., Dayton, opens additional offices in Talbott Bldg., 131 N. Ludlow St., for its radio, television and public relations departments.

TRANSAMERICA ADV. Inc. formed at 151 W. 46th St., New York, to cover all fields of domestic and foreign advertising and sales promotion. Agency personnel all have advertising background, including radio, of 15 and 20 years, according to president, **JOSEPHINE LENTINI**. Several accounts, which were not yet announced, are using radio, Miss Lentini said.

GLENHALL TAYLOR, manager N. W. Ayer & Son, Hollywood, succeeds **DON BERNARD** as producer for *Blondie* show.

GERHARD G. EXO, formerly with Maxon Inc., Detroit, joins Day, Duke & Tarleton Inc., New York, as merchandising director.

VINCENT P. CONROY, former vice president of Atlantic Airlines and in charge of its advertising, joins John A. Cairns & Co., New York, as assistant to president.

STANDARD Adv., Seattle, elected to membership in First Adv. Agency Group, chain of affiliated independent advertising agencies in major cities. President of Standard is **RICHARD D. WHITING**.

BERNY SCHWARTZ, formerly with West Coast office of Fairchild Publications, joins Lander-Young, Los Angeles, as account executive.

McCANN-ERICKSON Inc., Portland, Ore., moves to new quarters at Public Service Bldg.

HENRY von MORPURGO Co., Los Angeles, moves offices to 521 N. La Cienega.

REPORT ON TELEVISION

NO. 3

30,000 SMALL FRY. The vast army of young listeners to WABD's Small Fry program has a solid core of 30,000 faithful followers who have qualified as members of the club.

ORIGINAL AMATEUR HOUR promises to repeat on television its great radio success. Two successive Hooper Reports have given it a whopping rating of 46.8—tops in television.

"COURT OF CURRENT ISSUES," television's most adult public service program. Vital topics of public interest are put "on trial" before a picked jury of competent authorities.

PROGRAMS FOR EVERY TASTE. This breakdown of a month's programs on WABD—key station of the Du Mont Network—shows a well balanced entertainment diet.

Ask Du Mont—

For information on any phase of television—advertising, starting a broadcasting station, opening a dealership—ask Du Mont. Du Mont has pioneered in every phase of television; knows all the angles; is interested in anything that promotes television.

DU MONT TELEVISION NETWORK
"The Nation's Window On The World"
515 Madison Avenue, New York 22, N. Y.

TELEVISION DUMONT NETWORK

DU MONT NETWORK STATIONS

WABD—Channel 5	WTTG—Channel 5	WDTV—Channel 3	WNHC—Channel 6
New York, N. Y.	Washington, D. C.	Pittsburgh, Pa.	New Haven, Conn.

Radiorama

FOR "outstanding service to the Air Force," Lewis Allen Weiss (r), chairman of MBS board and executive v p of Don Lee, receives War Dept. honor from Maj. Gen. V. E. Bertrandias.

"TELEVISION Fashions on Parade" will come under Procter & Gamble sponsorship (Prell, Ivory Snow) starting July 23 on WABD New York, Du Mont TV Network key. Completing deal are (l to r): Humboldt Grieg, WABD sales manager; Walter Craig, Benton & Bowles v p; William R. Ramsey, P&G radio director.

"MR. RAINMAKER," W. W. Thomas (center), tells KALB listeners of his rain-producing flights over Alexandria, La. With him are Alex Marchand (l), KALB sports director, and Fred Ohl, KALB station director.

LASSIE, the one who came home, poses with Jimmy Jr. and Penny Reinsch, just returned from a vacation trip with their father, J. Leonard Reinsch, managing director of the Cox Radio Interests.

EDWARD ARNOLD (center), one man who is sure of being "Mr. President"—at least over ABC—talks with Charles Harrell (l), ABC Eastern program manager, and Fred Thrower, ABC v p in charge of sales, at timebuyers' luncheon given in New York by the network and WJZ.

SONNY QUEEN, 8, spins platters for KXLW St. Louis every Saturday morning for Adams Milk Co. He also does a solo of his own on each show.

OWNER of WADC Akron, Allen T. Simmons, cuts the cake his staff presented him on his 60th birthday.

CELEBRATING 10th anniversary of Kroger Co.'s serial, "Mary Foster, the Editor's Daughter," are (l to r) Kay Campbell, "Mary"; C. M. Robertson Jr., Ralph H. Jones agency president; John Sinn, president, Ziv Television Programs Inc., wholly-owned subsidiary of Frederic W. Ziv Co.

LOUIS-WALCOTT fight in miniature was this promotion stunt for the championship fight over KFSA Fort Smith, Ark. Karl Lambertz, manager of station, is referee. Man in neutral corner is Jim Ayers, Taylor-Howe-Snowden, Atlanta.

IN HIGH GEAR are these planners of the five programs sponsored by Kaiser-Frazer Corp. on KNX Hollywood this summer. L to r, William Shaw, KNX account executive; Harry Trenner, William H. Weintraub & Co., N. Y.; Hal Hudson, KNX program director.

HAVING WHALE of a time is Moby Dick, the mascot of the new WALE Fall River, Mass., shown here as merely a mass of blubber with the call letters painted on the side. He was present at dedication of station.

ALEXANDER KORDA FILMS . . . full length features with well known stars . . . one

. . . reports hunting . . . weekly.

. . . weekly . . . now with . . . Tuesday nights

Just name it!...

With the widest range of television remote pickups and studio shows . . . helpful programs for the homemaker, complete news coverage, public service presentations . . . comedy, movies, drama . . . children's shows, sports and special events . . . WPIX provides any advertiser ample opportunity to make a profitable impression on a new major market — moving up fast and here to stay! . . . offers an unusual chance to create more conversation among customers, promote prestige, build business, better sales!

Details, production costs and advertising rates on request . . . write, wire or phone

WPIX • 220 E. 42nd St., New York City
or WPIX representatives outside New York,
Free & Peters, 111 Madison Ave., N. Y. C.

WPIX

NEW YORK CITY • CHANNEL 11

INTERCITY CHANNELS AND STATION CONNECTIONS *—(Video 1 and 5 kc Audio)

Service Points	MONTHLY SERVICE						OCCASIONAL SERVICE†					
	Video Allocated (4 Hrs.)	Audio	Total	Video Non-Allocated (8 Hrs.)	Audio	Total	1st Hour in Month			Each Add'l Hour in Month		
							Video	Audio	Total	Video	Audio	Total
Boston-New York	$5,450	$1,290	$6,740	$7,650	$1,290	$8,940	$610	$72.00	$682.00	$210	$32.00	$242.00
New York-Philadelphia	2,775	648	3,423	3,905	648	4,553	503	55.95	558.95	103	15.95	118.95
Philadelphia-Baltimore	2,950	690	3,640	4,150	690	4,840	510	57.00	567.00	110	17.00	127.00
Baltimore-Washington	1,600	366	1,966	2,260	366	2,626	456	48.90	504.90	56	8.90	64.90
Washington-Richmond	3,150	738	3,888	4,430	738	5,168	518	58.20	576.20	118	18.20	136.20
Richmond-Charlotte	6,900	1,638	8,538	9,680	1,638	11,318	668	80.70	748.70	268	40.70	308.70
New York-Pittsburgh	8,500	2,022	10,522	11,920	2,022	13,942	732	90.30	822.30	332	50.30	382.30
Pittsburgh-Cleveland	3,550	834	4,384	4,990	834	5,824	534	60.60	594.60	134	20.60	154.60
Cleveland-Detroit	2,975	696	3,671	4,185	696	4,881	511	57.15	568.15	111	17.15	128.15
Detroit-Chicago	6,600	1,566	8,166	9,260	1,566	10,826	656	78.90	734.90	256	38.90	294.90
Chicago-Milwaukee	2,725	636	3,361	3,835	636	4,471	501	55.65	556.65	101	15.65	116.65
Chicago-St. Louis	7,450	1,770	9,220	10,450	1,770	12,220	690	84.00	774.00	290	44.00	334.00
St. Louis-Kansas City	6,575	1,560	8,135	9,225	1,560	10,785	655	78.75	733.75	255	38.75	293.75
New York-Los Angeles	61,650	14,778	76,428	86,330	14,778	101,108	2,858	409.20	3,267.20	2,458	369.20	2,827.20

* The above charges do not include local channels.
† The maximum charge for occasional service is that for non-allocated (8 hours) service.
Note: The above charges are for Two-Point service between the service points indicated and cannot be used to determine combined network charges.

Telestatus

(Continued from page 18)

rest of the network will be coaxial cable.

By the end of the year, the Bell System plans to connect the East Coast television network with the new Mid-western network by a coaxial cable between Philadelphia and Cleveland. This cable will furnish two television channels, one in each direction. When the two networks have been connected, therefore, network service in each direction will be available to stations connected to the network from the Atlantic Coast to the Mississippi.

Provision of facilities for transcontinental television service depends upon the development of the television industry to the point where it requires such facilities on a commercial basis. Lines are now under construction which could be used for coast-to-coast television network service when such a demand develops.

Cable to Los Angeles

Coaxial cable equipped for long distance telephone service will extend across the country from New York to Los Angeles in the spring of 1949, when the link between St. Louis and Jackson, Miss., is completed. Although this route will also have been equipped from New York to St. Louis for television service, specific schedules, which will be coordinated with the actual needs of the broadcasters, have not been made for equipping the cables west of St. Louis for television.

AT&T engineers cannot predict how long it would take them to equip the St. Louis-Los Angeles cable for video after a demand for it appeared. There is no precedent for such long-distance transmission of video, and engineers say they cannot estimate what if any problems would arise until they actually undertook the project.

New York—Chicago Relay

A radio relay system is now under construction between New York and Chicago, scheduled for completion in the spring of 1950. Plans are being considered to extend radio relay beyond Chicago to the West Coast along a possible route through Des Moines, Omaha, Denver and Salt Lake City to San Francisco.

Other routes, indicated on the map (page 18), are also under consideration for the necessary construction to provide network television service. On most of these routes it has not yet been determined whether service will be furnished by coaxial cable or radio relay. Additional experience with present facilities, as well as both telephone and television requirements, will affect the decision as to which will be used on each route.

If the broadcasters have commercial requirements and give sufficient advance notice of their needs, the Long Lines Department can extend its network facilities in 1949 to certain cities adjacent to routes available in 1948. In the East, for example, wider coverage could be provided in New England to bring network video programs to such cities as Springfield, Worcester, Mass., Providence, R. I., and Hartford and New Haven, Conn. Similar expansion is possible throughout Pennsylvania and, further south, to cities in Delaware, Virginia and North Carolina.

In the Mid-west, the Bell System's new television network in that area could see a comparable expansion, within a reasonable time after requirements are known. These network additions in 1949 would consist of extensions to cities adjacent to routes available in 1948.

TV Network Rates

During the past two years, Bell System television network facilities were made available to the broadcasters on an experimental basis, without charge. By this spring, the Bell System had had sufficient experience in providing inter-city channels to place this service on a commercial basis and rates were filed with the Federal Communications Commission. These became effective May 1.

A television channel between two cities costs the broadcaster $35.00 a month per airline mile for eight consecutive hours each day, and $2.00 per month per mile for each additional consecutive hour. For occasional or part-time service the rate is $1.00 per airline mile for the first hour of use and one-quarter of that amount for each additional consecutive 15 minutes.

For use of terminal equipment, there is a charge of $500 a month for connecting stations to the television network for eight consecutive hours daily. For stations which require only occasional service, the charge is $200 per month, plus $10 per hour of use.

Special Rates Scheduled

A special schedule of rates applies in the event that two or more broadcasters share the available intercity channels. This schedule provides a charge of $25 per airline mile per month for 4 hours of service daily and a connection charge of $350. If desired, the four hours may be accumulated by fifteen-minute intervals, which may or may not be consecutive.

The Bell System's regular rates for sound or "audio" broadcasting apply for a separate sound channel needed for the complete television program.

The accompanying chart shows what the charges would be for television program transmission service between various cities throughout the country.

COME ON - SPEND YOUR
Summer Vacation
in
MIAMI!
You'll have more fun than ever, and ...you'll find us on the job morning, noon and night producing for you with the NBC Parade of Stars and the smash local shows, too!
WIOD
FIRST IN MIAMI
National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

15,000 New England Poets Listen to WBZ in the morning!

How do we know they listen?

Well, the makers of WALNETTOS advertised a "Rime-line" Contest via Arthur Amadon's "Seven-Thirty News," aired three mornings weekly over WBZ and WBZA.

15,000 listeners mailed in a rhymed entry . . each, mind you, accompanied by a proof-of-purchase wrapper. Entries came from all six New England states, and then some!

If 50,000-watt coverage like this . . even with an inexpensive early-morning show . . sounds like sweet poetry to your ears, see NBC Spot Sales about availabilities on

WBZ and WBZ-TV
BOSTON
NBC AFFILIATES

Westinghouse Radio Stations Inc . . owner and operator of KDKA, WOWO, KEX, KYW, WBZ, WBZA, and WBZ-TV. National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters.

Westinghouse Radio Stations Inc

THE LATEST WCKY STORY!

MAIL *PLUS* RATINGS

on WCKY means THE LOWEST COST PER THOUSAND LISTENERS in the Cincinnati Area, with WCKY's large outside listening audience AT NO EXTRA COST!

MAIL

WCKY has pulled over 500,000 orders for merchandise in the first six months of 1948—50% MORE THAN LAST YEAR!

RATINGS

Pulse, Inc. has completed 8 months of sampling in the Cincinnati Metropolitan Area. This represents the largest sample ever taken in this area.

RADIO FAMILIES INTERVIEWED: 32,800

OR

12.6% OF THE TOTAL RADIO FAMILIES IN THIS AREA

INVEST YOUR AD DOLLAR WCKY'S-LY

WHAT DOES THIS LARGE SAMPLE SHOW?
LOOK AT THE RATINGS WCKY'S SHOWS GATHER!

NEWS—with Fred Holt—6:00-6:15 PM Daily

WCKY	**8.2**
Network Station A	6.2
Network Station B	6.6
Network Station C	8.9
Network Station D	4.8

DAILY HIT PARADE

—with Nelson King—6:15-7:00 PM Daily

WCKY	**7.3**
Network Station A	4.6
Network Station B	6.3
Network Station C	11.1
Network Station D	5.9

WALTZ TIME—1:05-2 PM Daily

WCKY	**6.3**
Network Station A	6.0
Network Station B	6.6
Network Station C	5.7
Network Station D	4.4

New York Office:
Thomas A. Welstead,
Eastern Sales Manager
53 East 51st St.
Eldorado 5-1127
TWX: NY 1-1688

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

One Radio World

THERE CAN be no isolationism for American radio. Events of the last fortnight demonstrate why that is so. And the Western Hemisphere, which historically has been the citadel of free radio in an enslaved radio world, no longer can claim that distinction.

One has but to listen to the newscasts or scan the headlines to get the gist. There is vastly more below surface.

The Inter-American Assn. of Broadcasters last week concluded its sessions in Buenos Aires. The question of freedom of the air was foremost. The host nation—Argentina—has no freedom of the air or of the press. It failed to put across a proposal that broadcasting stations in this hemisphere be construed as common carriers.

Strangely like the thinking of other Fascist dictators; like the thinking of the Communists, they too first commandeer the radio.

Hungary, under the Cominform, has made it a crime to listen to the "Voice of America" broadcasts. Under Hitler and Mussolini, to listen to any foreign radio was high treason, punishable by death.

The Russians have been jamming our Pacific broadcasts, and probably those in Europe too. There have been strange things happening to our radio beam in the Berlin area, connected with the unpleasantness there.

George Polk, a CBS correspondent in Greece, was murdered. International commissions are investigating.

Robert Best, a renegade American who stooged for Hitler's radio, has been convicted of treason.

It can't happen here? Such things happen by degrees. Defense planning is in full swing here. There are still those in the military who think in terms of censorship, radio silence, reduced power, and complete government operation of broadcast services.

In this atomic era anything *can* happen in the hysteria that would be provoked.

Another straw in the wind. In our insular possession of Puerto Rico, broadcasters are up in arms over a 10,000 w station on 940 kc licensed to the Puerto Rico Communications Authority, authorized by the FCC for commercial operation. It will put a branch of the insular government in the broadcasting business, in competition with 22 privately-owned stations. The government station would pay no taxes. It would operate with government funds—funds contributed in part by the 22 private stations.

Is this a harbinger? The FCC authorized it. Puerto Rico *is* a part of the United States of America. It flies our flag. It is as if the *Federal Register*, published by the government, would accept advertising in competition with the daily newspapers, or if the "Voice of America" should compete with our networks.

Not so ludicrous as it sounds. Before the last war there was a plan for a super-power network of government stations in the standard band. We've already adapted the BBC type of government operation for the "Voice of America" by default. Our Canadian neighbors have a government system competing with private stations.

Had an eyeful? It should be clear now why eternal vigilance is indicated; vigilance and action.

Everybody's For It

ONCE AGAIN both major parties are on record in favor of a free radio—as free as the press.

The Democrats stole a march on the GOP by adopting a free radio and television plank in the party platform. The Republican platform made no mention of radio, perhaps because, as Platform Committee Chairman Lodge put it, the First Amendment covers freedom of all media.

But from GOP Nominee Dewey came the strongest language yet by a candidate in defense of a free, uninhibited radio, safeguarded from undue governmental restraints.

Both parties were importuned by this journal to go on record. Both did in their own way.

Congress is called into special session by President Truman. It's the same Congress and it means that the same bills, including the White Bill, which would hand the FCC unquestioned control over programs, are revitalized. The Democratic plank deplores the "repeated attempts of Republicans . . . . to 'impose thought control upon the American people and to encroach on the freedom of speech and press'."

Everybody appears to be for full radio freedom. But so far, nothing has been done about it. The trend has been toward greater, not lesser, controls upon radio's freedom.

So here we go again. But it won't just happen. Positive steps are required. Will they be forthcoming?

Gallup's Wild Gallop

TUCKED AWAY at the fag end of the Gallup Poll covering voters' reactions to the way the GOP ran its Convention (released on the eve of the Democratic session) were rather meaningful figures on radio's impact upon the electorate. But even more significant was Dr. Gallup's narrative analysis of the poll.

Dr. Gallup, with professional objectivity, said the politicos could get some valuable tips from voter reaction. He admonished them (in order to escape unfavorable public opinion) to cut the length of the conventions, and eliminate *appearances* of wasted time and confusion; limit the time of speakers; avoid *appearances* of extravagance; spend less time attacking; eliminate long stretches when *apparently* no important business is at hand.

These impressions, said the learned doctor, stem from a poll of what voters liked least "after reading about them in the newspapers, or listening to radio and television broadcasts," with the most vehement comments saved for length and content of speeches.

Tut, tut, Dr. Gallup. Show us any surveys where newspaper readers are swayed by "length and content" of speeches. Most people just don't read them, We contend the impressions created were made by listening and looking.

And Dr. Gallup's own figures bear this out, though not so significantly as we feel they should. The voters were asked: "Did you happen to *read* about the convention?" To which 20% responded "Yes, most of it." Another 44% replied: "Yes, only part of it," and 36% said "No, not any of it."

The same question, with "listen to" substituted for "read about," brought responses of 24%; 50% and 26%, respectively.

The degree to which radio has stolen the political show, and the effect TV has had upon the body politic and the politicians, even with its audience limited to 10 million, will be more than amply demonstrated from now until the November elections. It won't take any polls to prove it.

Our Respects To —

LYNDON BAINES JOHNSON

IF CHARM alone could win a Senate seat, Lyndon Johnson's election is assured. But it so happens he has other and more practical attributes to offer that august body on Capitol Hill.

Elected to Congress at the age of 28, Mr. Johnson has represented Texas' Tenth District for 11 years. He was firmly entrenched among the Democratic liberals of the Roosevelt era, and has since kept his progressive ideas, modified occasionally by divergences that mark him as more of an independent thinker than as a down-the-line party man.

In addition, he is a "broadcaster-in-law," his wife, Claudia ("Lady Bird"), owning KTBC Austin, CBS outlet.

Mr. Johnson is campaigning with an atomic age technique—via radio and helicopter. He announced his candidacy for the Senate May 22 over a Texas-wide broadcast from Austin; he has covered Texas personally from the Pan Handle to the Rio Grande in his helicopter, the "Johnson City Windmill."

Although owner of a radio station by marriage, Mr. Johnson, friends say, has been scrupulously careful never to use KTBC for a political broadcast without paying for the time and offering equal time for opposing views. He makes two radio speeches weekly over the Texas State Network, and ten or twelve a day with the helicopter's aid.

The "Johnson City Windmill" considers no group too small or too large for a prospective audience. Many a Texas farmer and his farm hands have been wide-eyed, when suddenly a helicopter has lowered over their heads and hovered there while Lyndon Johnson personally delivers his message over the PA system.

If he wished to go no further than past accomplishments he could conceivably say to his constituents merely, "Let's take a look at the record."

After working his way through Southwest Texas State Teachers College at San Marcos as anything from janitor to secretary, he taught school for a few years and then at 23 became secretary to Congressman Kleberg in Washington. In 1935 he was appointed state administrator of National Youth Administration in Texas. Two years later he was elected to the 75th Congress from a field of ten candidates at a special election held to fill the vacancy caused by the death of Texas Rep. James P. Buchanan. He has been reelected

(Continued on page 52)

Take the Guess out of Buying

REVEALING—UP TO THE MINUTE—ACCURATE.

WOV'S 5 AUDITED AUDIENCES give you the real inside lowdown on specific listening groups. Get the facts—(where listeners live and shop. what they earn, spend and buy, what they like and dislike, how many own telephones, the average size of their families)—known, proven, tested facts on each of 5 AUDITED AUDIENCES. Say goodbye to costly program experimenting. See how you too can...take the guess out of buying.

WOV'S pantry survey—a continuing, accurate study of the sales acceptance of 365 items in 37 different classifications selling in the New York market is now available to any advertiser or agency upon request.

It pays to know WOV, one of America's important independent radio stations, originators of

AUDITED AUDIENCES

Ralph N. Weil, General Manager, The Bolling Company, National Representative

★ **WAKE-UP NEW YORK** *with Bill Williams*
★ **1280 CLUB** *with Fred Robbins*
★ **BAND PARADE** *with Bill Gordon*
★ **PRAIRIE STARS** *with Rosalie Allen*
★ **ITALIAN MARKET OF 2,100,000 Italian-speaking Americans.** *More than the combined population of Cleveland and Cincinnati.*

WOV

NEW YORK

SINGLE SIDEBAND RADIO SYSTEMS . . . .

How single sideband conserves power

THIS IS DOUBLE SIDEBAND

Voice modulation of carrier produces two beat frequencies—the sum and the difference of carrier and voice frequencies. Transmitter is called on to produce both sidebands in addition to carrier. This is inefficient in use of frequency spectrum and wastes power.

THIS IS SINGLE SIDEBAND *(carrier reduced)*

One sideband is suppressed by filters and carrier is reduced. Power thus saved is available for remaining sideband. This method of transmission conserves space in frequency spectrum, requires only a fraction of the power of double sideband, and provides *an improvement of 9 db in signal-to-noise ratio.*

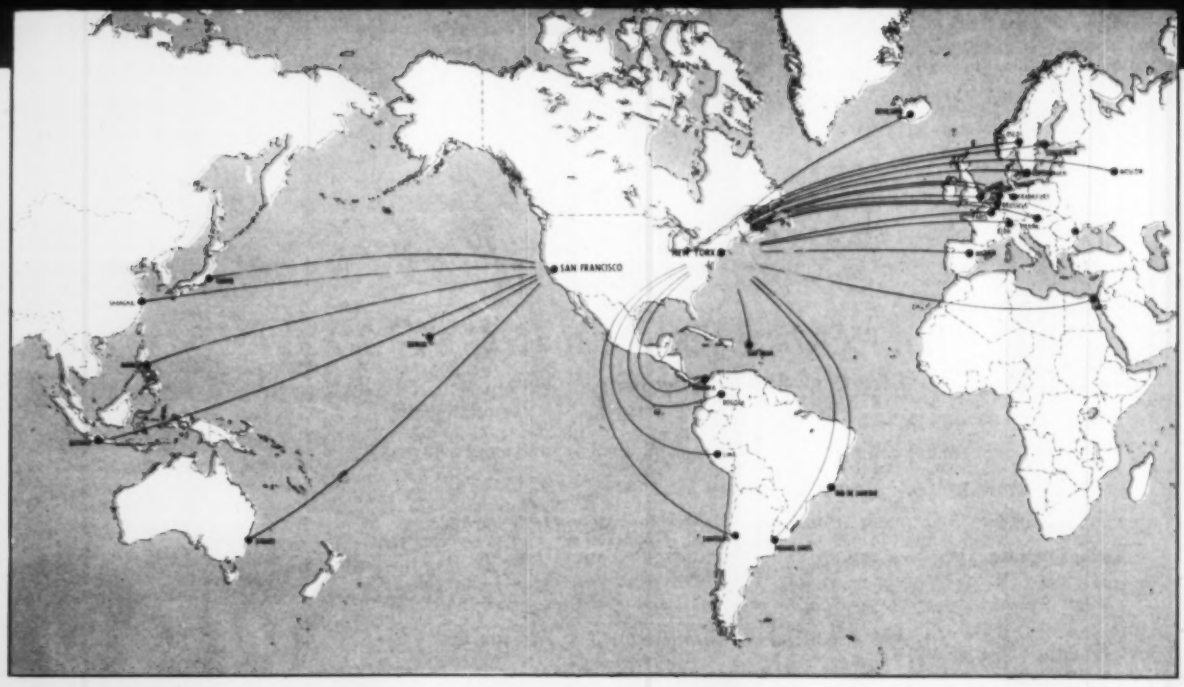
This system was originated and perfected by Bell Telephone Laboratories and Western Electric

THE RESEARCH that resulted in single sideband started at Bell Telephone Laboratories as early as 1915, when speech was first successfully transmitted overseas by radio. To improve the quality of voice reception, Bell scientists began studies of the fundamental nature of voice modulation. They proved that the radio transmitter was handling two similar versions of the voice (the sum and difference beat frequencies) in addition to the carrier.

Question: ***Could one of the sidebands be suppressed—thereby increasing efficiency?***

For the answer, new tools were needed and were forged by other Bell scientists: a balanced modulator that will reduce the carrier to any desired degree; an electrical

Single Sideband is used on these Bell System overseas circuits



BELL TELEPHONE LABORATORIES

World's largest organization devoted exclusively to research and development in all phases of electrical communications.

. . . . Bell System Voice Links with the World

wave filter that could accurately select one sideband and suppress the other; a very stable carrier frequency source and many other devices were originated. This accomplished, first transatlantic test of single sideband radio was carried out January 14, 1923.

1927 marked the entry of single sideband into commercial two-way long-wave radiotelephony, and the development by Bell Laboratories of crystal-controlled oscillators soon made possible its extension to short-wave communications.

Today one single sideband transmitter can simultaneously transmit as many as three separate radiotelephone conversations, using but little more frequency space than would be required for one double sideband voice transmission. Now, single sideband equipment—originated and perfected by Bell Laboratories, built by Western Electric—joins the U. S. with practically all major points throughout the world by radiotelephone.

The birth and growth of single sideband

1915. Bell engineers analyze nature of frequency band fed into antenna in voice-modulated transmission.

1918. Bell System makes first commercial application of single sideband, in carrier telephony.

1923. Bell System makes first transatlantic single sideband voice transmission.

1927. Single sideband enters radiotelephony field with opening of long-wave U.S.—England link.

1928. First commercial short-wave transatlantic single sideband radiotelephone circuit opened.

1930-1939. Single sideband service to South America, Honolulu, Paris, Manila.

1941-1945. Single sideband equipment built by Western Electric extensively used by Armed Forces, as well as government agencies.

1945-1948. Many more Western Electric single sideband radio systems put in service throughout the world.

Now... NEWEST IN SINGLE SIDEBAND
the economical, low-power LE System

LATEST development in single sideband is the compact, low-power Western Electric LE System. Like the higher-powered LC now in wide use, the new LE is built to Bell System specifications for operation with a minimum of maintenance.

The LE System consists of three self-contained units: transmitter, receiver and control terminal. New electronic speech privacy equipment is incorporated into transmitter and receiver.

With the LE System, the Bell System now makes use of the demonstrated advantages of single sideband in the field of medium-distance radiotelephony.

LE-T1 Transmitter

LE-R1 Receiver

B4 Control Terminal

—QUALITY COUNTS—

LE Single Sideband equipment is distributed outside the U. S., Canada and Newfoundland by Westrex Corp., 111 Eighth Ave., New York, N. Y.

Western Electric

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

YOUR NEW
CHEVROLET or BUICK

STARTS HERE!

600KC

FLINT — WORLD'S
SECOND AUTOMOBILE CITY

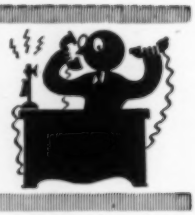
NOW EAST CENTRAL
MICHIGAN HAS
PRIMARY
NBC COVERAGE

600 KC

CALL
PAUL H. RAYMER CO.
OR
TRENDLE-CAMPBELL
Stroh Building
DETROIT 26, MICHIGAN
RAndolph 9184

WTCB
FLINT, MICHIGAN
1000 Watts Day • 500 Night
600 KC
PAUL H. RAYMER, Representative

Management



MORTON SIDLEY, sales manager of KXOA Sacramento for the past three years, has been advanced to station manager. Promotion is in line with planned extension of station's AM, FM and television facilities.

JOHN H. McNEIL, former manager of WABD New York, DuMont TV station, has been named director of WJNR Newark, "Newark News" station. Mr. McNeil, before joining WABD, was manager of WJZ New York. He has acted as consultant for radio and television stations and will continue that work.

Mr. McNeil

WILLIAM B. CASKEY, assistant to manager and director of advertising of WPEN Philadelphia, has been appointed head of program department to succeed **JOHN L. McCLAY**, resigned.

HARRY D. GOODWIN, promotion and publicity manager of WCOP Boston for past five years, has been appointed general and commercial manager of WNJR Newark, N. J., effective Aug 9. He succeeds **OTIS P. WILLIAMS**, resigned. Mr. Goodwin previously was with WBZ Boston. It is understood that at WNJR he will report directly to **JOHN H. McNEIL**, recently named director of WNJR (see above). Mr. Williams has not announced future plans.

LES EUGENE, program director of KTFS Texarkana, Tex., has been named station manager. He formerly was with WROX Clarksdale, Miss., before joining KTFS in 1946.

CHARLES C. BEVIS Jr. has been named manager of NBC's Cleveland television station, WNBK. He previously managed the network's video station relations.

J. ROBERT MYERS, NBC budget officer, last week was appointed administrative assistant to **CARLETON D. SMITH**, director of NBC television operations. Mr. Myers, who has been with the network intermittently since 1936, will assume his new duties Sept. 1.

IRVING B. KAHN, radio manager of 20th Century-Fox Film Corp., has been promoted to an executive position in the company's television department. Mr. Kahn's successor as radio manager has not yet been announced.

MARC HOWARD, manager of WDWS Champaign, Ill., the "News-Gazette" station, has been given additional duties as advertising director. **FRANK R. MILLS**, who formerly directed advertising for both station and newspaper, recently resigned after buying controlling interest in the Hoopeston, Ill., "Chronicle Herald."

J. FRANK KNEBEL, radio and newspaper man since 1939, has joined WFMU Crawfordsville, Ind., as general manager.

EUGENE CARR, director of radio for Brush-Moore Newspapers Inc., operator of WHBC Canton, and WPAY Portsmouth, Ohio, has been elected for second term as president of Canton Chamber of Commerce. He also was named to fill vacancy on board of directors of organization.

LYNN GIFFORD, former program director of WRRN Warren, Ohio has joined KRDU Dinuba, Calif., as assistant manager.

MARSHALL N. TERRY, vice president in charge of promotional activities for Crosley Broadcasting Corp., Cincinnati, has been elected president of Cincinnati Sales Executive Club.

Howard Named President For Tobacco Network

LOUIS N. HOWARD, president of WHIT New Bern and WJNC Jacksonville, N. C., was elected president of the Tobacco Network at a board of directors meeting in Greenville last week. He succeeds B. S. Hodges Jr., general manager, WGTC Greenville.

Other officers elected were: Vice president—Victor W. Dawson, general manager, WFNC and WFNC-FM Fayetteville; secretary-treasurer—Fred Fletcher, general manager, WRAL and WRAL-FM Raleigh; and general sales manager—Rudolph K. Scott of Raleigh.

Respects

(Continued from page 48)

consistently to Congress since that time. At present he is a member of the Armed Services Committee and the Joint Committee on Atomic Energy.

The day after Pearl Harbor Lyndon Johnson asked for leave from Congress to volunteer for combat duty with the Navy. Personally decorated by Gen. MacArthur, he was awarded the Silver Star for gallantry in action over Lae and Salamaua in the South Pacific. He was discharged with the rank of lieutenant-commander.

A "look at the record" shows Lyndon Johnson plugging for preparedness as far back as 1937. Today he has led the fight for the 70 group Air Force. He recommends a strong Army and Navy and quarantining aggressors before they go too far. "Always," he has repeatedly said, "we must stand up to war-makers and say, 'This far and no farther.'"

At the same time he recommends that we "combat the propaganda of Moscow with such weapons as the 'Voice of America.' Already Moscow is trying frantically to jam these broadcasts," he said in a recent radio talk. "They don't want the 'Voice of America' to be heard. That is reason enough for me to continue it—stronger and louder than ever."

Largely through Mr. Johnson's efforts, more than 20,000 homes have complete electrical service now in the cooperatives in his Tenth District, bringing radios as well as lights and electrical appliances to the hitherto unserved region.

He has voted for the Marshall Plan, the extension of reciprocal trade agreements, and is responsible for numerous flood control measures, the extension and improvement of roads and slum clearance throughout his district, among other measures. He stands divided on labor to the extent that, while strongly pro-labor in many instances he was also pro-Taft-Hartley Bill—"because I believe John L. Lewis is the most dangerous man in America today. When John L. Lewis or James Petrillo, or any other man thinks he is bigger than all the people, its high time for the long arm of government to reach out for that man."

One of his most active campaign managers, besides his wife, is John Connally, president and general manager of KVET Austin, a station in competition with KTBC. Mr. Connally is one of the ten veterans Mr. Johnson befriended when their station began operation, and is a former assistant of Mr. Johnson's in Washington.

"LB" in Names

The family "brand" seems to be LB. He, of course, is Lyndon B., his wife, whom he married in 1934, is "Lady Bird," and their two little girls are Lynda Bird, 4, and Lucy Baines, 1.

Although Mr. Johnson recently underwent an operation at the Mayo Clinic, he has worn out three assistants in his short campaign. His stamina no doubt dates back through generations of Texas forebears, his grandfather having been one of the founders of Johnson City, Tex., where Lyndon Johnson was born on Aug. 27, 1908.

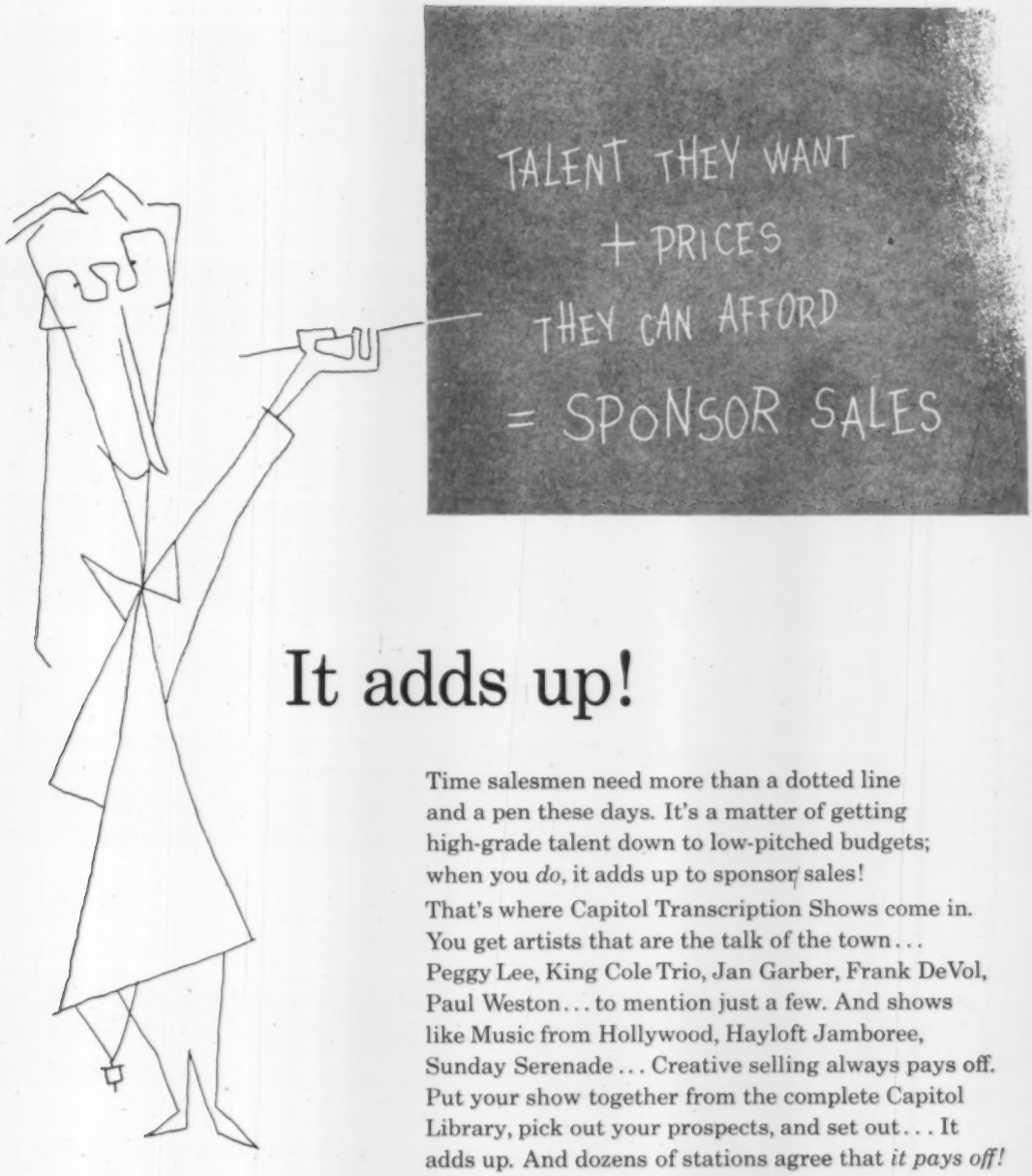
Grandfather Johnson along with broadcasters throughout the country would surely agree heartily with the sentiment often expressed by the Congressman that "Government must be a strong ally and not a foe of Free Enterprise. Free Enterprise must be unhampered by needless red-tape . . ."

things that make KGNC
the Tuned-in station throughout
the fabulous Panhandle...

Uncle Jay, through KGNC, has become practically an institution. The Trading Post, a 15-minute six a week program is Uncle Jay's main feature. It's a "country newspaper of the air."

KGNC
710 KC. AMARILLO, TEXAS 10,000 WATTS

Represented by TAYLOR-HOWE-SNOWDEN Radio Sales, Inc • Member of the LONE STAR CHAIN



It adds up!

Time salesmen need more than a dotted line and a pen these days. It's a matter of getting high-grade talent down to low-pitched budgets; when you *do*, it adds up to sponsor sales!

That's where Capitol Transcription Shows come in. You get artists that are the talk of the town... Peggy Lee, King Cole Trio, Jan Garber, Frank DeVol, Paul Weston... to mention just a few. And shows like Music from Hollywood, Hayloft Jamboree, Sunday Serenade... Creative selling always pays off. Put your show together from the complete Capitol Library, pick out your prospects, and set out... It adds up. And dozens of stations agree that *it pays off!*

Write for illustrated book telling the complete story of Capitol Transcriptions... mailed promptly on request. (Sample transcription, too, yours for the asking.)

CAPITOL
transcriptions

Capitol Transcriptions
Sunset and Vine, Dept. 719
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name _____

Station _____ Position _____

Street _____

City _____ State _____

FIRST OF BAPTIST FM NET STATIONS STARTS

FIRST of eight FM stations in a network promoted by the Baptist General Convention of Texas—KMHB Belton—has gone on the air.

KMHB is owned by Mary Hardin-Baylor College and has a probationary 90-day permit. It is operating with 14 kw on Channel 246, 97.1 mc.

Dr. R. Alton Reed, director of radio for the Baptist group, estimated it would be "15 to 18 months" before the rest of the stations get underway. Working with a $175,000 budget, Dr. Reed will set up headquarters on the sixth floor of the Baptist Bldg., Dallas, to begin production of live religious broadcasts.

Stations in the network now holding FCC grants are KBSG Beaumont, KPHC Brownwood, KBOH Dallas, KSWW Fort Worth, KSSC San Antonio and WKSW Plainview. An application has been filed for the eighth station at Abilene.

WBT May Buy Club

AN OPTION to purchase approximately 50% of the stock of the Queen City Athletic Club of Charlotte, N. C., has been obtained by the Jefferson Standard Broadcasting Co., owner and operator of WBT Charlotte, Bob Allen, club president and general manager, announced last week. Option would insure AM, FM and TV coverage by WBT of sporting events sponsored by the club.

Commercial

ROBERT Z. MORRISON Jr., manager of NBC's Radio-Recording Division, Washington, has joined sales staff of "Philadelphia Inquirer" radio and television stations. He will be in charge of new business development. Mr. Morrison worked with NBC's radio-recording in New York and managed a radio-recording division of the network in San Francisco prior to going to Washington. In those areas he also was in charge of sales.

ALFRED J. HARDING, salesman of WCCO Minneapolis-St. Paul, has been appointed sales manager to succeed **TOM DAWSON**, who has joined sales department of CBS New York. Mr. Harding joined WCCO as salesman in 1939 and remained in that position until he joined the Navy in 1942. He was associated with KSTP St. Paul upon his discharge from service, until he rejoined WCCO two months ago [BROADCASTING, May 17].

Mr. Harding

CARL WARD, sales promotion manager, will move to sales department of WCCO. He will be succeeded by **TONY MOE**, formerly of KELO Sioux Falls, S. D.

PHILIP S. CHURCH Jr., formerly with "Miami Daily News" and "New York Sun," has joined sales commercial staff of WIOD Miami.

WILLIAM DIX has been appointed by ABC to handle political time sales to Republican Party and **ED BENEDICT** has been appointed to handle sales to Democratic Party.

BENTON PASCHALL, former KROY Sacramento sales manager, has been appointed Los Angeles manager of Western Radio Adv., radio representative. He replaces **CHARLES COWLING**, resigned. Firm's offices have been moved to new quarters at 6618 Sunset Blvd., Hollywood. Telephone: Granite 0656.

W. A. BRADLEY has been appointed sales manager of new sales office of WKRT Cortland, N. Y., recently opened in Onondaga County Savings Bank Bldg., Syracuse.

ARTHUR HIGBEE, formerly of KSUB Cedar City, Utah, and program manager of KVNU Logan, Utah, has rejoined KSUB as commercial manager.

LEN A. KAMINS began duties as television sales manager for WXYZ-TV Detroit July 1. He formerly was account executive, writer and creative supervisor for Brooks, Smith, French & Dorrance Inc., Detroit.

JOSEPH CREAMER, advertising and promotion director of WOR New York, last week was named to advertise and promote the station's television outlet, WOR-TV, now under construction. Mr. Creamer also directs promotion for the station's FM outlet, WBAM.

Mr. Creamer

NICHOLAS J. MALTER, who has been sales representative with WBEN Buffalo for three years, has been appointed assistant sales manager of WBEN, WBEN-FM and WBEN-TV. He will specialize in television advertising. **RANDOLPH SWIFT**, former account executive with Moss Chase Co., and **ALBERT E. MESSERSMITH**, formerly with WEBR Buffalo, have joined WBEN sales staff.

PAUL TALBOT, for more than two years president of Fremantle Overseas Radio Inc., foreign radio station representative, has been appointed executive director of Italian Publishers Representatives Inc.

WBAL-TV Baltimore has issued rate card Number 2, effective Aug. 1. There is no increase in rates for live studio programs, but increase has been made in film programs and announcements.

PERRY B. BASCOM of sales department, WIP Philadelphia, is the father of a girl, Janet.

FORJOE & Co., Los Angeles office, has moved to 1509½ Wilshire Blvd. Telephone: Fairfax 1171. **LARRY KRASNER** is resident manager.

SHIRLEY SHELTON, assistant in traffic department of WCKY Cincinnati, and Jack Schuler, have announced their marriage.

HARRY C. WEAVER, sales manager of WATO Oak Ridge, Tenn., is the father of a girl, born July 11.

GEORGE GUYAN, of WGN Chicago sales department, is the father of a boy, Victor George, born July 4.

Moskovics to Speak

GEORGE MOSKOVICS, managing director, CBS-TV sales development, will speak on television trends July 21 at a regular luncheon meeting of The Fashion Group Inc. The meetng is scheduled for 12:15 p.m. in the Roosevelt Hotel, New York. Other speakers will be Chet Kulesza of BBDO, New York, who will discuss selling with television, and Mrs. P. A. Robin, a video observer, who will speak from the consumer's viewpoint. A Paris fashion film, produced by World Video, is to be shown.

Independents Form New Organization

NEW Assn. of Independent Metropolitan Stations (AIMS), with 18 members from major markets, was organized July 10 at a meeting held at KSTL St. Louis.

Mr. Cisler

An executive committee will direct AIMS operations, with no officers, dues or other formal organization envisioned. Members of the committee are S. A. Cisler, WKYW Louisville, chairman; Frank E. Pellegrin, KSTL St. Louis and former NAB director of broadcast advertising; Patt McDonald, WHHM Memphis.

Main purpose of the organization is to interchange helpful information and ideas on a confidential basis every two weeks. Special problems affecting independent stations will be discussed. Other functions are to include group selling as a "metropolitan market group" and group purchasing of transcribed programs.

Meetings of independent stations will be held in connection with all NAB district-area sessions this summer and fall, with a full meeting at the next NAB convention.

Additional members will be admitted at future group sessions. Only qulifications are that a member station must be an independent, located in a metropolitan market of more than 100,000. Only one station from any market will be admitted.

Charter members are:

WKDA Nashville, T. B. Baker Jr.; WMIE Miami, Fla., Robert Venn; WIKY Evansville, Ind., John Engelbrecht; WXLW Indianapolis, George Losey; WXGI Richmond, Va., Douglas Robertson; KFAC Los Angeles, Calvin Smith; WLOW Norfolk, Va., Robert Wasdon, WJMO Cleveland, David Baylor; KCKN Kansas City, Ellis Attebury; WBGE Atlanta, Maurice Coleman; KATL Houston, King Robinson; WFTW Fort Wayne, Edward G. Thoms; KITE San Antonio, Charles Balthrope; WCCC Hartford, Harry LeBrum, WMIN St. Paul, Edward Hoffman; Messrs. Cisler, Pellegrin and McDonald.

WISN-FM Starts

WISN-FM Milwaukee took the air last Monday on a schedule which duplicates 3 to 10 p.m. (CST) AM programming. Temporary signal strength is 3 kw, but a greater strength when additional equipment is available will bring station's power up to its authorized 50 kw. Station is on Channel 275 (102.9 mc).

Feature of Week

(Continued from page 10)

agency and advertising personnel. Mr. Parman was not the first to win the scotch—some 40 to 50 others have been in on the loot—and chances are, he won't be the last, as radio's newest sidelight to giveaways—the "house" contests unfolds.

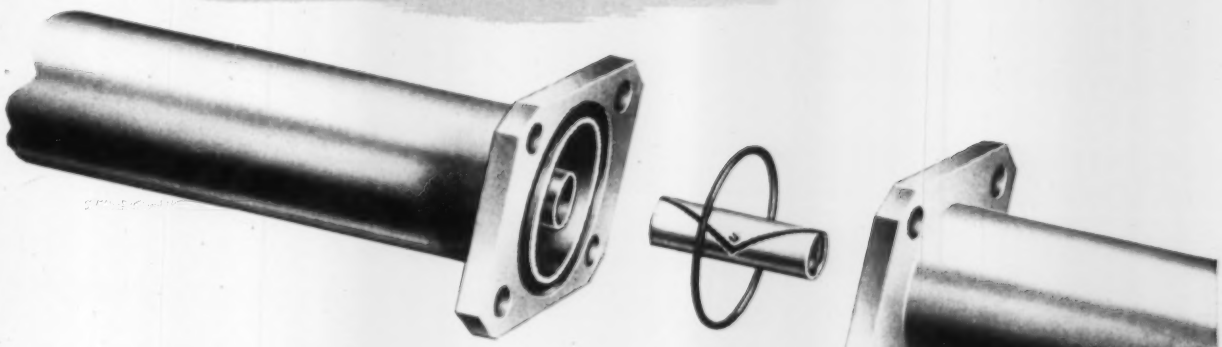
WITHOUT WASHING MACHINES, TOO!

Other stations and networks are giving away a fortune in prizes to attract listeners, so you'll have to pardon us for pointing to KQV's "Request Matinee," on Monday through Saturday afternoons against rugged competition like Pirate baseball broadcasts. During the first 25 days, 700 telegrams were received from listeners. That virtually amounts to *paying* for the privilege of listening to us—proof once again that KQV's terrific daytime audience is an advertiser's dream! It knows what it wants, and is willing to pay for it!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network · Natl. Reps. WEED & CO.

WGN-TV selects ANDREW Television Transmission Line *and* ANDREW Installation Service



Many of America's new television stations are selecting Andrew equipment because of the efficiency of Andrew's flanged coaxial transmission line and the added advantage of having Andrew consulting engineers install it.

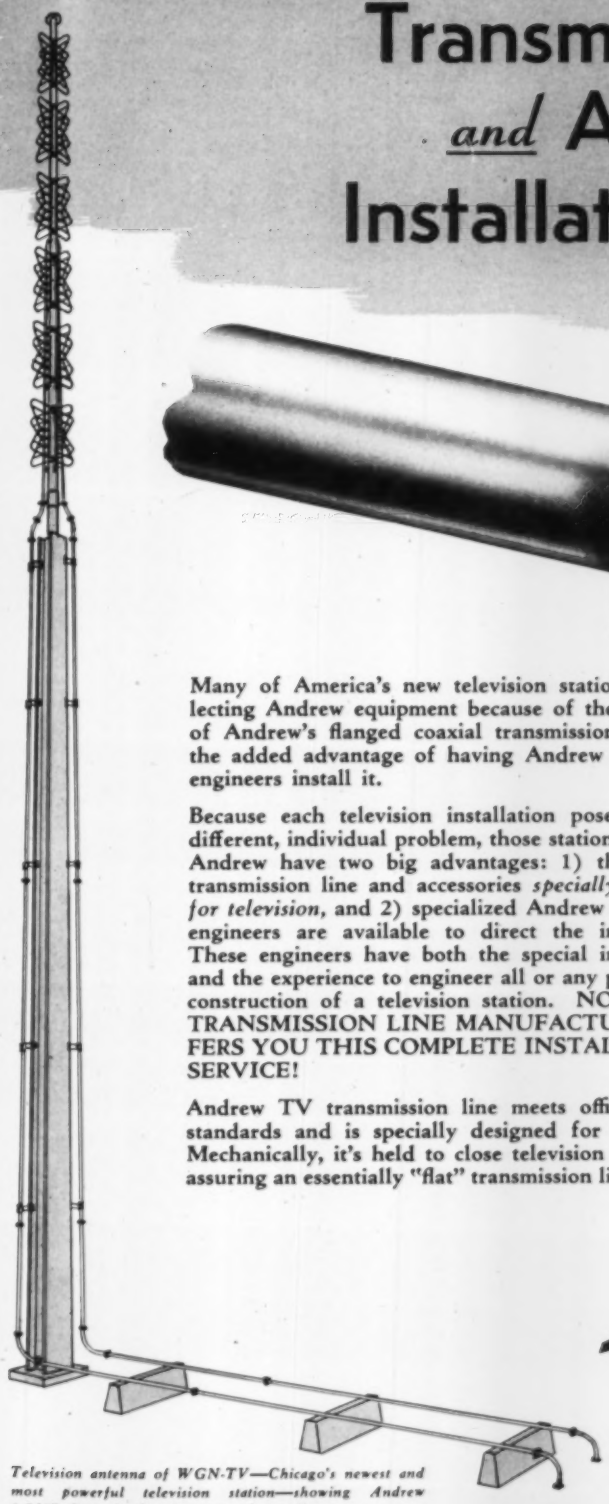
Because each television installation poses its own different, individual problem, those stations selecting Andrew have two big advantages: 1) they obtain transmission line and accessories *specially designed for television*, and 2) specialized Andrew consulting engineers are available to direct the installation. These engineers have both the special instruments and the experience to engineer all or any part of the construction of a television station. NO OTHER TRANSMISSION LINE MANUFACTURER OFFERS YOU THIS COMPLETE INSTALLATION SERVICE!

Andrew TV transmission line meets official RMA standards and is specially designed for television. Mechanically, it's held to close television tolerances assuring an essentially "flat" transmission line system.

Fabricated in twenty foot lengths with brass connector flanges silver brazed to the ends, sections can be easily bolted together with only a couple of small wrenches. Flanges are fitted with gaskets so that a completely solderless, gas-tight installation results. Markings on the outer conductor indicate where twenty foot sections may be cut to maintain the characteristic 51.5 ohm impedance.

WANT A TELEVISION STATION DESIGNED AND BUILT — FROM THE GROUND UP? LET ANDREW DO IT!

Write today for full details. Andrew will get you on the air.



Television antenna of WGN-TV—Chicago's newest and most powerful television station—showing Andrew 1-5/8" flanged television transmission line.

ANDREW

Andrew CORPORATION

363 EAST 75th STREET · CHICAGO 19

TRANSMISSION LINES FOR AM, FM, TV • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICE

KMUS IN MUSKOGEE UNDERWAY WITH 1 KW

KMUS Muskogee, Oklahoma's new 1-kw station at 1380 kc, took to the air for the first time a fortnight ago. The new fulltimer was originally designated KMHU but was recently granted the call letters KMUS. It will operate jointly with KMUS-FM from the studios of the FM station in downtown Muskogee.

KMUS is self designated "The Voice of the Indian Capital of the World." Muskogee has long been so known, being headquarters of the five civilized tribes. Operating non-directional daytime and with 500 w directional, nighttime, the new outlet is affiliated with MBS.

Bill Bryan, formerly with KOMA Oklahoma City, and before that with WIBW Topeka, is general manager. D. W. Hoisington is chief engineer. Other staff members include Glen Harmon, commercial manager; Joann Rygel, program director; Al Singleton, sports director; Paul Alexander, transmitter supervisor; announcers Mose Frye and Bill Hyden; engineers James Keitel, Kit Carson, Bill Porter and Joe Thornton. Margaret Ann Martin is music librarian.

WJRD Tuscaloosa, Ala., recently inaugurated new auditorium-studio, seating 600, with two shows featuring stars of NBC "Grand Ole Opry."

Nielsen Radio Index Top Programs

REPORT WEEK, JUNE 6-12, 1948

RANK OF TOP PROGRAMS—Type E-1: Evening, Once-a-Wk., 15-60 Min.; Type E-5: Evening, 2 to 5-a-Wk., 5-30 Min.; Type D-1: Day, Sat. or Sun., 5-60 Min.; Type D-5: Day, 2 to 5-a-Wk., 15-30 Min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	1	Lux Theater	27.1	—2.3	1	1	Lux Theater	19.1	—2.9
	2	—	Zale vs. Graziano	22.3	—	2	—	Zale vs. Graziano	17.2	—
	3	2	My Friend Irma	19.4	—5.0	3	2	My Friend Irma	15.4	—4.2
	4	12	Mr. District Attorney	18.5	—0.3	4	10	Mr. District Attorney	14.9	0.0
	5	4	Godfrey's Scouts	18.2	—4.1	5	6	Jergens Journal	14.0	—2.7
	6	7	Screen Guild Players	16.7	—3.5	6	4	Godfrey's Scouts	13.9	—4.2
	7	10	Jergens Journal	16.1	—3.3	7	8	Screen Guild Players	13.3	—2.8
	8	NR	Eddie Cantor	16.0	+4.3	8	NR	Eddie Cantor	12.8	+3.2
	9	11	Duffy's Tavern	15.8	—3.4	9	16	Duffy's Tavern	12.0	—1.7
	10	NR	Big Story	15.7	+0.8	10	NR	Big Story	11.6	+1.0
	11	NR	Adv. Sam Spade	14.9	+0.4	11	12	Jack Benny	11.2	—3.2
	12	16	Kraft Music Hall	14.9	—3.3	12	NR	Phillip Morris Night	10.8	—0.3
	13	14	Jack Benny	14.5	—4.2	13	NR	Jimmy Durante Show	10.8	+1.6
	14	NR	Take It or Leave It	14.1	—0.3	14	NR	Adv. Sam Spade	10.6	—0.4
	15	13	Truth or Conseq.	14.0	—4.7	15	20	Kraft Music Hall	10.4	—1.7
	16	18	Inner Sanctum	13.8	—3.9	16	11	Truth or Conseq.	10.4	—4.5
	17	NR	Phillip Morris Night	13.6	—0.8	17	NR	Take It or Leave It	10.3	—0.9
	18	NR	Jimmy Durante Show	13.6	+0.8	18	—	Call The Police	10.1	—
	19	—	Call The Police	13.6	—	19	—	St. Music (L'r'l'rd)	10.1	—
	20	6	Bob Hope	13.5	—7.3	20	NR	Blondie	9.9	—0.6
E-5	1	1	Lone Ranger	10.0	—2.0	1	1	Bill Henry-News	7.6	—1.9
	2	2	Bill Henry-News	8.3	—2.2	2	2	Lone Ranger	7.4	—1.5
	3	NR	Supper Club	7.9	—1.4	3	NR	Supper Club	6.0	—1.0
D-5	1	11	Right to Happiness	10.9	+1.0	1	10	Right to Happiness	9.8	+1.1
	2	2	Our Gal, Sunday	10.7	—0.2	2	2	Our Gal, Sunday	9.6	—0.1
	3	8	Backstage Wife	10.7	+0.7	3	5	Backstage Wife	9.5	+0.3
	4	1	When Girl Marries	10.4	—1.6	4	1	When Girl Marries	9.4	—1.5
	5	9	Rom. Helen Trent	9.7	—0.3	5	8	Rom. Helen Trent	8.8	—0.2
	6	10	Stella Dallas	9.7	—0.2	6	9	Stella Dallas	8.8	+0.1
	7	NR	Pepper Young	9.7	+1.0	7	15	Pepper Young	8.6	+1.0
	8	7	Ma Perkins (CBS)	9.6	—0.5	8	7	Ma Perkins (CBS)	8.6	—0.4
	9	15	Arthur Godfrey	9.6	+0.7	9	3	Portia Faces Life	8.5	—1.1
	10	4	Big Sister	9.5	—1.2	10	4	Big Sister	8.4	—1.2
	11	3	Portia Faces Life	9.4	—1.5	11	11	Wendy Warren	7.9	—0.7
	12	5	Wendy Warren	9.4	—1.1	12	6	Young Widder Br'n	7.9	—1.2
	13	6	Young Widder Br'n	9.3	—0.9	13	NR	Guiding Light	7.6	+0.4
	14	NR	Rosemary	8.8	+0.2	14	14	Rosemary	7.3	—0.4
	15	14	My True Story	8.6	—0.5	15	12	Aunt Jenny	7.3	—1.1
D-1	1	2	Armstrong Theater	11.0	—0.3	1	5	Armstrong Theater	8.3	—0.5
	2	3	True Detective Myst.	10.2	—0.8	2	3	True Detective Myst.	8.3	—0.8
	3	1	Adv. Arch. Andrews	10.0	—2.8	3	1	Adv. Arch. Andrews	7.9	—2.8
	4	NR	County Fair	9.4	—0.9	4	NR	County Fair	7.1	—0.9
	5	NR	Grand Central Sta.	9.4	—1.2	5	2	Grand Central Sta.	6.8	—2.5

KEY TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report.

Copyright 1948, A. C. Nielsen Co.

NEW FIRM TO PRODUCE TV FILMS, MAKE SETS

DUAL production of television film fare as well as "quality" sets is the intent of Hayes-Parnell Productions Inc., Hollywood. Capitalized for $500,000 in Nevada, with headquarters in Hollywood, corporation principals are Sam Hayes, news and sports commentator, president and general manager, and Parnell S. Billings, former president of Belmont Radio Corp., who will serve as chairman of the board as well as vice president.

Film production is the firm's immediate aim with set production not likely to get underway before 1949. Three film packages already are in production, according to officials of the firm.

In addition, firm aims to operate a film commercial unit for the production of video spots. Its headquarters will be Hollywood at 6000 Sunset Blvd.

Members of the firms board are Mr. Billings, Mr. Hayes and Hazel Thornton, who for 13 years served as assistant to the secretary of Belmont Radio Corp. She is secretary-treasurer of Hayes-Parnell. Producer-director for the firm is Jim Leicester.

LADIES Auxiliary of Koch Conley Post of American Legion of Scranton, Pa., recently presented WSCR Scranton with silk American flag and flag staff during special broadcast in appreciation to station for regular monthly program in behalf of Auxiliary.

WSB-FM Transmitter

A 10-KW WESTINGHOUSE FM transmitter was scheduled for delivery to WSB-FM Atlanta, owned by the *Atlanta Journal*, last Thursday. WSB has been operating an FM transmitter on a developmental basis for the past four years, according to John M. Outler Jr., general manager, and plans to place its new FM and television transmitters in operation early this fall. New transmitter site, where a building and 600-ft. tower are being erected for both FM and television, is three miles from the center of Atlanta. The WSB-FM operation will be on Channel 283 (104.5 mc).

WJJJ IN MONTGOMERY PLANS JULY LAUNCHING

WJJJ Montgomery, Ala., will take the air on or near July 25 with 1 kw daytime, 1 kw nighttime, on 1170 kc, according to Station Manager John C. Hughes. The station is owned and operated by The Southern Broadcasting Co., composed of Joe Mathews, president; Judkins Mathews, vice president and Dr. John Mathews, secretary-treasurer.

Raytheon equipment has been used throughout the modern plant. The transmitter is located north of Montgomery and the elaborate studios are in a downtown area. Other staff members, besides Mr. Hughes, well known in Alabama radio circles, are Herbert McLendon, formerly of WCOV Montgomery, advertising; E. Caldwell Stewart, former program director of WSFA Montgomery and manager of WMGY Montgomery, program director; A. Fred Wright, chief engineer; Bob Donaldson and Ed Brown, announcers.

Bonfig Cites New Trend In Radio Manufacturing

HIGH COST of FM and TV sets is changing "the entire character" of the radio manufacturing industry, H. C. Bonfig, vice president of Zenith Radio Corp., told members of the National Electrical Retailers Assn. July 13 at their Mid-Year Leadership Conference in Chicago.

"Radio manufacturing has been a billion dollar business made up of many small and relatively few large manufacturers," he said. "The trend, however, seems now to be toward a smaller number of larger manufacturers." Illustrating this, he said 788 radio brands have come and gone in the industry's short history.

Asserting that the increased number of small and sideline manufacturers has led to "many unsound merchandising practices," Mr. Bonfig said the changing character of business "must inevitably lead to sounder merchandising and elimination of economic malpractices that have occurred too frequently in the industry."

KFMB sells SAN DIEGO ...better than ever!

Now 1000 watts on 550 kc

Remember! More power means more sales to more people . . .

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO

1/2 OF ALL THE HARD WINTER WHEAT GROWN IN THE UNITED STATES is raised by OUR listening audience — reach this rich potential through

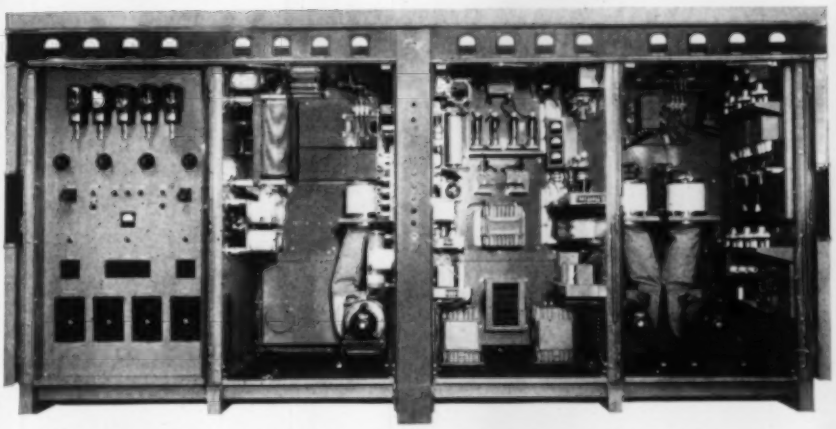
5000 Watts
790 kc.
Colby, Kans.

KXXX

Represented Nationally by:
RURAL RADIO COMPANY

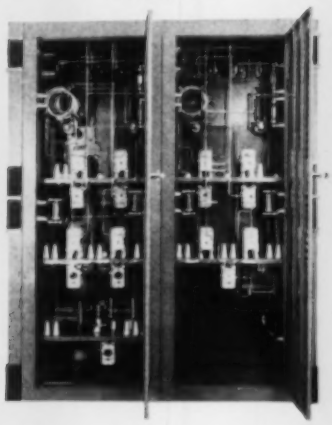
DAY and NIGHT

Dependable Raytheon Performance



RAYTHEON RA-5 5000 watt AM Transmitter, front view, with doors removed to show the clean, orderly arrangement of cubicle interiors with ample *inside* access to all circuits and components

5 KW PHASING UNIT, rear view, showing compact, accessible interior arrangement. Transmitter and phasing unit can be arranged as one cabinet or separate matching units.



PROVIDES *Exceptional Signal Quality* *with* ACCURATE DIRECTIONAL CONTROL

AM stations find that Raytheon equipment provides the complete and prompt answer to their most exacting or urgent needs. For new installations or for replacement, Raytheon Transmitters win immediate acclaim for signal quality, ease of operation and maintenance, handsome appearance, year-round dependability and low cost. Teamed up with Raytheon Antenna Phasing Equipment, they insure maximum signal quality and effectiveness with accurate control of directional pattern. Your Raytheon Broadcast Representative will supply complete information . . . or write for new descriptive literature.

RAYTHEON

Excellence in Electronics

AM TRANSMITTERS
250 W-1-5-10 KW

DIRECTIONAL ANTENNA
PHASING EQUIPMENT

LOOK TO RAYTHEON FOR ALL YOUR NEEDS

Complete equipment for stations of any power, AM, FM or TV can be supplied by the Raytheon organization of specialists serving the Broadcast Industry.

RAYTHEON MANUFACTURING COMPANY
WALTHAM 54, MASSACHUSETTS

Industrial and Commercial Electronic Equipment, FM, AM and TV Broadcast Equipment, Tubes and Accessories

BOSTON CHICAGO LOS ANGELES SEATTLE
CHATTANOOGA DALLAS NEW YORK WASHINGTON

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES
Raytheon Manufacturing Company, 50 Broadway, New York 4, N. Y., WH. 3-4980

See August 2 issue of
BROADCASTING

FYI

Three Quarter-hour Shows Weekly

FYI

In Collaboration with the World's Greatest News Feature Service

FYI

For Local, Regional or National Sponsorship

FYI

For the Whole Family

PRODUCED BY
Ed Hart & Associates
1737 H STREET, N.W.
WASH., D. C. • RE. 4312

OHIO DECISIONS

Fostoria Proposal Reversed

IN A FINAL DECISION on the Mansfield-Lorain-Fostoria (Ohio) cases, FCC last week reversed its proposed refusal of an AM grant to Laurence W. Harry, of Fostoria, but made final its proposal to deny the applications of the Mansfield and Lorain Journal companies [BROADCASTING, Jan. 19].

The Commission also put into effect its proposed denial of the FM application of Mansfield Journal Co.

As in its tentative decision, FCC held that the commonly owned Mansfield Journal Co. and Lorain Journal Co. are unqualified to be licensees, on grounds that in Mansfield the owners "have sought to suppress competition in the dissemination of news and information and to achieve an advertising monopoly in the community through the use of exclusive advertising contracts."

Attorneys for the newspapers, owned by Isadore and S. A. Horvitz, have repeatedly denied any use of exclusive advertising contracts and have accused FCC of limiting free speech, exceeding its legal authority, and usurping powers that belong to the courts in connection with other FCC findings in the case [BROADCASTING, May 10]. An appeal to the courts appeared probable.

The vote on the Mansfield-Lorain applicants was 3-to-2, with Comrs. Robert F. Jones, of Ohio, and George E. Sterling contending that "their general disqualifications by the majority are unsupported by this record and unsupported in law."

The two dissenters agreed that the Mansfield paper "has engaged in vigorous competitive practices." But they considered these "entirely within the realm of normal conduct of a private business enterprise" and saw no reason to conclude that all of the business practices would be carried over into the proposed radio operations.

Messrs. Jones and Sterling claimed the majority accepted as true the "testimony given by a number of witnesses who appeared in opposition to the newspaper applicants," but "refused to give any credence to the testimony of witnesses who contradicted that testimony." Additionally they noted that "we fail to find any mention in the conclusions of the majority decision with respect to the clearly established affirmative qualifications" of the Mansfield and Lorain newspapers.

They voted to put the Lorain company's application back into the pending files since the frequency it seeks (1140 kc) is one that is not to be assigned until after the decision in FCC's so-called "daytime skywave" proceeding. They also voted for a grant of *Mansfield Journal's* FM bid between the mutually exclusive 1510-kc applications of the *Mansfield Journal* and Mr. Harry, they preferred Mr. Harry because Mansfield has an AM station while Fostoria has none.

Comrs. E. M. Webster and Frieda B. Hennock did not participate in the decision.

Fostoria Case

In the Fostoria case, despite approval of Mr. Harry's qualifications, the application (1510 kc, 250 w, daytime only) goes back into the pending files since it involves a U. S. 1-B channel. The Commission refused Mr. Harry's request for a waiver of its policy against grants on such channels before the daytime-skywave case is decided. Mr. Harry, an attorney, owns WFOB(FM) Fostoria.

In the proposed decision FCC had anticipated a denial of Mr. Harry's application on grounds that he did not plan to carry discussions of controversial issues, at least during the first year of operations, that he proposed to give "preferential treatment" to one church, and that he would seek to discourage political broadcasts "through possible use of the device of increased rates."

The correctness of these findings was challenged during oral argument, and in the final decision the Commission declared itself "satisfied" that he would operate in accordance with the FCC's so-called "WHKC decision" on the provision of time for controversial issues, that he would not discourage political broadcasts by raising rates, and that his policies on religious broadcasts would be in the public interest.

The Mansfield Journal Co., one of the most outspoken critics of FCC's Mansfield FM grant to Edward Lamb, Ohio-Pennsylvania broadcaster whose social views also have been under Congressional fire, and the Lorain Journal Co. were applying for 250-w daytimers on 1510 and 1140 kc, respectively.

Education Sidelight

WHEN approached with an offer to take the NBC College-By-Radio course last week, the 23 male inmates of the Louisville, Ky., jail hastily accepted. Then came the women's section. The jailer outlined the proposal, then asked, "Is anybody interested?" Not a word was spoken.

ANPA Asks Relay Press Status Quo

FCC Urged Not to Change Mobile Unit Allocations Setup

FCC has been asked by the American Newspaper Publishers Assn., the three leading press wire services, and several individual newspaper publishers to make no change in the present allocations for mobile newspaper communication units without first holding public hearings on the subject.

The Commission had set last Monday (July 12) as the deadline for filing replies to its recent "show cause" directive. Four channels are assigned to operation of "relay press services" through which two-way radio contacts are maintained between newspaper editorial desks and reporter teams on the street.

Those asking for public hearings were the AP, UP and INS, and the following newspapers, which acted independently of the ANPA:

Detroit Evening News; Salt Lake City Telegram; Portland Oregonian; New York Daily Mirror; Boston Herald-Traveler; Douglas (Wyo.) Budget; New Bedford (Mass.) Standard Times and *Pittsburgh Sun-Telegraph.*

Representatives of the *New York Times* and *Daily News* attended as observers, at a meeting held in New York July 9 to discuss the FCC petition.

The meeting was regarded as the first concerted move in the newspaper industry to get behind relay press service. Those present included F. J. Starzell, AP assistant general manager, George Akerson, *Boston Herald-Traveler* assistant publisher, and Tom Brooks, Hearst Newspapers radio director.

GET THIS!

Duluth, Minn.—Queried by reporters about when he will get his lefal gofor into production, Otto Mattick replied,

"Who knows? All I know is that I'll use KDAL to crack the Duluth market. And what a market. Sales Management's Survey of Buying Power estimates a population gain of over 20% in the last *two* years. Believe me, with KDAL pushing it, Duluth will really go for my gofor."

Otto's right, check the Fall-Winter Hooper and see how KDAL dominates the Duluth audience; then contact Avery-Knodel Inc. for the whole new KDAL story.

TV ACTOR PAY

Royalty Principle Favored At Video Panel

PRINCIPLE of actor payment for film performances in television must be on a royalty basis, Ronald Reagan, actor and president of the Screen Actors Guild, told the Hollywood Advertising Club July 12 in a panel titled "Television in Hollywood Today."

Mr. Reagan conceded that SAG recognized enormous returns were not possible at the present but he insisted that the principle of a royalty arrangement must be established even now. Further he believed that film would be a keynote source of programming for video and that Hollywood as the talent capital of the country would thereby become the television program capital.

He also felt that the problem of adult, thought - provoking films would be much more possible for television film aimed at late evening presentation to grown-ups as against the movies which find themselves having to aim at the broadest possible audience to obtain the maximum box-office.

Phil Booth, program director of KTLA Hollywood, said that programming is currently in a fluid state but felt that a station must not seek to be all things to all people with any one program. He observed that a station program man "must stick to his guns" in evolving a program format without being unyielding. Mr. Booth admitted that some of his most cherished ideas have had to be discarded as unworkable. He too felt that the industry will find Hollywood the key originating point with New York second and Washington leading in news.

William R. Lasky, shorts producer and son of the picture pioneer, Jesse Lasky, described his plans for the production of a natural history series to be known as "America Outdoors." He said these were aimed at being all-family material. Idea-wise he said that the medium calls for a "can do" approach.

Ludlum on Packages

Stuart Ludlum, vice president and general manager of 29:30 Inc., transcription and television firm, expressed opinion that time was now for package producers to get agencies into the television fold. Through use of program packagers he believed that an agency greatly reduced its "contact cost." He also felt this would eliminate the excessive cost of building a total television department and devote full energies to new business.

Because of the excessive costs of film production he felt some such formula as 35% down by a would-be national sponsor is necessary to get a program series underway. He conceded frankly that any other way a packager "is between the devil and the deep red ink."

Rodney Pantages, theatre owner, recognized that television had to be reckoned with by any theatre owner. He described the fact that he had experimented with direct large screen television but found it wanting in the present due to picture not being large enough and light not bright enough to compare favorably with other fare on his program. Further he pointed to the difficulty in timing the presentation of a given event when presentation is simultaneous.

Accordingly he looked to kinescope recording presentations as the way to lick timing. As competition he believed that theatres would ultimately gain access to the special events and sports as substitutes for the currently slow newsreel. In the feature picture realm, Mr. Pantages felt that television would have no place largely because the cost which often runs to millions could never be met by sponsors.

Bernard Tabakin, West Coast television director of the Music Corporation of America, pointed out the extension of the concept of talent growing to include sports spectacles and sports personalities. In the main, though, he observed that watchful waiting was the biggest function currently since so little film has yet been gotten underway.

KDYL-TV Salt Lake City Makes Commercial Start

COMMERCIAL operations were commenced July 7 by KDYL-TV Salt Lake City, owned and operated by The Intermountain Broadcasting Corp., on Channel 2 (54-60 mc) with an effective radiated power of 4 kw visual and 2 kw aural.

The NBC affiliate, which is said to be the first commercial video outlet between St. Louis and the Pacific Coast, has been on the air experimentally as W6XIS since last April 19. Studios are located in Television Playhouse, 68 Regent Street, and the transmitter is located atop the Walker Bank building in downtown Salt Lake City.

Personnel actively engaged in operation of KDYL-TV are S. S. Fox, president and general manager; John Baldwin, vice president and technical director; Harry Golub, television director; Allen Gunderson, chief television engineer; Dan Rainger and Keith Engar, programming and production, and Gloria Clark, film librarian.

James Baskett

FUNERAL services for James Baskett, 44 year old radio and film actor who died July 9 of a heart ailment, were hold July 14 in Los Angeles. Mr. Baskett was known for his role as Gabby on NBC.

WTVT Toledo, Ohio, television station soon to go on the air, has purchased monitoring equipment made by Industrial Television Inc., New York.

ET TU, BRUTE!

Radio to Rib Self in Guild Broadcasting Satire

RADIO will pull its own leg on Nov. 12 when the Radio and Television Directors Guild presents "a full-size satirical revue on broadcasting" at its annual ball to be held at the Hotel Astor, New York.

The idea for an annual rib of radio and television, paralleling the Gridiron Club dinners of Washington newsmen, originated with Robert Lewis Shayon, president of the New York local, the Guild said last week.

No phase of the industry will be safe from the needle, the union promised. Sketches, blackouts, songs, and ballets are planned, with the Guild footing the bill for talent at union scale and paying nominal rates for material.

All New York radio and video writers, directors, actors, technicians, and "even executives" are invited by Nicki Burnett, RTDG executive secretary, to submit material. "A show on radio for radio by radio people has long been overdue," Mr. Burnett declared.

NEW CO-OPERATIVE French-language group of stations which plans to expand shortly into a network, has been established with CKVL Verdun as key station. Six stations are included: CKVL, CKCV Quebec, CHLT Sherbrooke, CHLN Three Rivers, CJSO Sorel and CHEF Granby.

THIS AD MAY SHOCK SOME PEOPLE!

You don't have to Pay a *High* **AM** rate to get **FM** time in **Kansas City** over **KOZY.**

KOZY is an independent **FM** station operation that programs for the **FM** Audience.

KOZY *FM only* rates are modest compared to **PLUS** results achieved by the Advertiser.

Reach the *Kansas City* **FM** audience direct—not indirectly—use **KOZY,** *Kansas City's Pioneer FM Station.*

National Reps:
FM REPS, INC.
"A Dillard Station"
Robert F. Wolfskill, Mgr.

All the news of radio . . . AM - FM - TV - FAX

A TOP TOOL FOR TELEVISION

(AM AND FM, TOO!)

- personal copy?
- office copy?
- gift subscription?

TEAR OUT AND MAIL TODAY

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

PLEASE enter my subscription to BROADCASTING and the 1949 YEARBOOK.

1 YEAR ☐ $7 2 YEARS ☐ $12

Add $1 a year for Canadian or foreign postage

☐ BILL ME

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

● 52 WEEKLY ISSUES AND 1949 YEARBOOK ●

Hop on the HAY WAGON—
Bring home a Load of SALES from the Saturday Night
DIXIE BARN DANCE
RADIO SHOW and Hillbilly Jamboree
on
wjhp
JACKSONVILLE Florida
Greatest Buy in the South!
—the Goldangdest, Biggest Radio Show in these here parts!
Come EARLY and git a sittin' place!
Write or wire
JOHN H. PERRY ASSOC.
or WJHP direct!
wjhp - 5000 watts
wjhp-fm - 96.9 megs

Table IV

Do advertisers in your home city plug their programs in their newspaper advertising, buy space for specific program advertisements or incorporate radio logs in their newspaper ads?

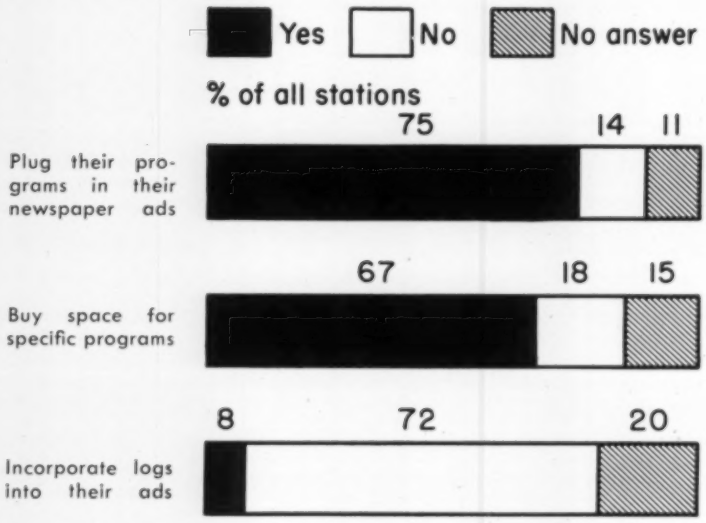


Table V

Do you do any advertising in newspapers?

	% of all stations Yes	No	No answer
Specific program advertisements	86%	11%	3%
Institutional	35	14	51
Miscellaneous	13	87	--

Table VI

Is your station owned by a newspaper?

	% of all stations
Yes	19%
No	80
No answer	1
	100%

Table VII

Do stockholders in your station own stock in a newspaper in the same city?

	% of all stations
Yes	19%
No	66
No answer	15
	100%

Trends

(*Continued from page 24*)

of the stations are newspaper-owned.

Do stockholders in your station own stock in a newspaper in the same city? (See Table VII)

As before, 19% of stations have stockholders in common with a newspaper in the same city. 66% reported there was no such interlocking stock ownership, while 15% did not answer the question.

In your opinion, should program logs be published as a newspaper public service or should the station pay for them? (See Table VIII)

Broadcasters overwhelmingly (95%) feel program logs should be offered free by newspapers as a public service. Only 3% are of the opinion that stations should pay for such service.

Do newspapers and stations in your community cooperate well in community or public welfare causes? (See Table IX)

Almost half the stations (46%) report that broadcasters and publishers always cooperate well (in community or public welfare causes); 34% say usually they cooperate well; 12% report that this cooperation is rare, and 6% say it never happens.

Media Inc. Opened

MEDIA Inc., new advertising and public relations firm, has been opened in Washington by Martin Schadi, former account executive with Romer Advertising Inc., Washington. Mr. Schadi worked in the graphic arts field before the war in California. He had been associated with the *Washington Post* in display advertising and was commercial manager of WASH (FM) Washington before joining Romer.

Table VIII

Do newspapers and stations in your community cooperate well in community or public welfare causes?

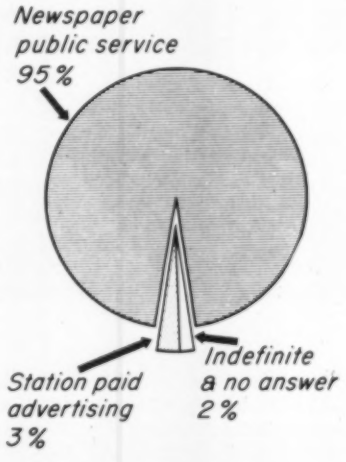
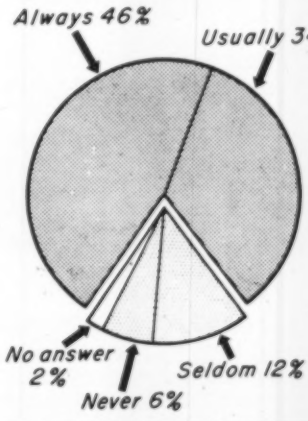


Table IX

In your opinion, should program logs be published as a newspaper public service or should the station pay for them?



WACA CAMDEN, S. C., OPENS WITH 1 KW DAY

WACA Camden, S. C., started operation July 18 with 1 kw daytime on 1590 kc. The independent station is licensed to the Camden Broadcasting Corp., of which H. S. Bowden is president.

R. O. Darby Jr., former manager of WMAP Monroe, N. C., has been named general manager of the new station. Sales manager for WACA is R. T. Fairey, Jr., formerly a salesman at WCOS Columbia, S. C.

Ed Morris, formerly at WMAP, is chief engineer. The traffic department is headed by Betty Fairey, a former copy writer for WCOS, and Frank Funderburk, also from WCOS, has been named chief announcer.

Free TV Is Here to Stay, Council in Chicago Told

THE AMERICAN pattern of free television is here to stay and advertisers will continue to finance TV programming as they have aural radio, Norman C. Lindquist, vice president of Television Advertising Productions Inc., declared Tuesday in an address before the Chicago Television Council.

Rapping the proposed Phonevision and the British system of television, Mr. Lindquist said "taxes are too high already, and costs of living are high enough without tacking a box office to our telephone bills."

He suggested that costs of producing motion pictures for television be brought down by "fewer lights, lower set construction costs and fewer props."

THREE TV GRANTS FILL QUOTA AT SYRACUSE

GRANTS for three television stations at Syracuse, filling all the city's channel availabilities, were issued by FCC last week.

The grants went to WAGE and WSYR Syracuse, and to Meredith Publishing Co., video applicant in several other cities and publisher of *Better Homes & Gardens.*

They represent total estimated construction costs exceeding $686,000. Assignments were as follows:

WAGE—Channel 10 (192-198 mc); 30 kw visual power, 15 kw aural; antenna height 470 feet. Construction costs were estimated at $219,852.

Meredith Publishing Co.—Channel 8 (180-186 mc); 15 kw visual power, 7.5 kw aural; antenna height 810 feet. Construction is expected to cost $248,487.

WSYR—Channel 5 (76-82 mc); 23 kw visual power, 12.8 kw aural; antenna height 680 feet. Estimated construction costs: $218,520.

6,000 Broadcasts
Record Chalked Up by Peoria —Sponsor on WMBD—

AN AMAZING string of over 6,000 consecutive broadcasts of the same program at the same time by the same sponsor has been racked up by WMBD Peoria, Ill.

The show, a nightly 10-10:15 p.m. newscast presented by Brooks Watson, has been sponsored by the Cohen Furniture Co. of Peoria since Jan. 1, 1932 and has been handled by Mr. Watson since 1935.

The store, which claims to be the largest home furnishings institution in downstate Illinois, attributes "much credit" for its steady growth to its radio advertising over WMBD.

Mr. Watson was recently selected as the favorite newscaster in the Peoria area, according to a survey made by Dr. David White, head of the Bradley U. Journalism Dept. (BROADCASTING, June 14).

NATURAL test of television equipment in use at political conventions was made when high wind picked up RCA microwave television relay receiver unit and dropped it 60 ft. from roof of Philadelphia's Convention Hall. Operation by RCA Engineer A. H. Turner to remove electronic receiver mechanism from heavily-plated reflector, which suffered severe damage, showed the "delicate receiver" had suffered no damage and was in working condition.

They Say . . .

"TELL the radio stations which programs you like, and those you dislike. The radio executive wants to raise the quality of his programs, but primarily he wants to put out programs people will dial in."

A. L. Chapman, director, bureau of research in education by radio, U. of Texas, speaking at national convention, Business and Professional Women's Clubs, Fort Worth.

* * *

"BECAUSE Congress said that political candidates, speaking over the air, should not be "censored" the FCC would give them carte blanche not only to speak their opinions but to utter slander uncontrolled . . . We do not believe Congress intended any such absurdity . . . If a station seeks to cut out a libel, the FCC will take away its license. If the station permits the libel, it can still be sued in a court which may not accept the FCC's ideas on jurisprudence and so the station may go out of business via bankruptcy."

From an editorial in the Wall Street Journal.

Summer Radio Workshop Under Way at Boston U.

TWO workshops on radio in education are being given jointly by Boston U. and the New England Committee on Radio in Education at Boston U. The three-week introductory workshop opened July 12 and will run through July 30. Dr. Everett L. Austin, of the Rhode Island Dept. of Education, is in charge of this section.

Advanced workshop runs from August 2 to August 20 and will be under the direction of Prof. Samuel B. Gould, director of the division of radio and speech at Boston U.'s school of public relations.

Robert Saudek, ABC; Robert Hudson, CBS, and Gordon Hawkins, Westinghouse Radio Stations Inc., will be guest lecturers during the workshops. Several local broadcasters will act as consultants.

WBAP-TV Will Be Video Affiliate of NBC, ABC

NBC AND ABC, in separate statements last week, announced that WBAP-TV Fort Worth, Tex., has joined both networks as a television affiliate. The station, to go on the air about mid-September, will be the first video outlet in Texas.

Carter Publications, publisher of the Fort Worth *Star Telegram,* owns and operates the station. Amon G. Carter is president. WBAP-TV will operate on channel 5, with 17.6 kw visual power and 8.2 kw aural power.

Bulova

(Continued from page 24)

advertising today is very costly and, with the exception of New York and Philadelphia, might be termed extravagant, Mr. Clyne revealed. However, available research data indicates that television tune-in in those markets which receive adequate service is exceptionally high and that in such markets the attraction of television is definitely reducing radio listenership.

In the New York metropolitan area, for example, research information shows that the number of persons tuned-in to radio in homes which have both radio and television sets fall off approximately 25% or 30% of the audience to radio in non-television homes.

Whereas the average tune-in in Class A time to radio is about 40% in non-television homes, radio sets in use in television homes reduces to about 10% with well over 40% on the average in those homes tuning to video.

A further analysis of listenership to the leading nighttime features in television and non-television homes substantiate the reduction of audience to these shows in those homes which have television sets.

Zenith Sues Sears; Says Tone Arm Design Copied

"UNFAIR COMPETITION" is charged in a Zenith Radio Corp. suit which has been filed in Chicago Federal Court against Sears, Roebuck and Co., Chicago; International Detrola Corp., Detroit, and Colonial Radio Corp., Buffalo.

Sears is charged with "imitating and appropriating" the design of Zenith's "Cobra" tone arm, and "deceiving or misleading" the public into believing the phonograph pickup device sold by the firm is manufactured by Zenith. "Sears has at times actually expressly represented . . . that its . . . pickup arm is a Cobra . . . tone arm," the suit states.

Zenith also asserts that Colonial and International Detrola have made and are continuing to manufacture the tone arm sold by Sears, thereby contributing to the unfair competition. Suit was filed by Irving Herriott and Charles P. Parker, Zenith attorneys.

This is the second such suit filed by Zenith within the past month. The firm charged in mid-June that Admiral Corp., Chicago, "copied, imitated and appropriated" the "Zenette" portable radio design. Codefendant is the Continental Can Co., which makes the plastic radio cabinets.

RADIO as an important factor in developing Blue Cross-Blue Shield public relations programs will be discussed by 150 executives of the hospital and medical care plans Aug. 5 and 6 at third annual public relations conference at Stevens Hotel, Chicago.

WFBC ADDS FM

IN IT'S GREENVILLE-SPARTANBURG-ANDERSON MARKETS

South Carolina's Greatest!

HERE ARE THE FACTS ABOUT

WFBC-FM

93.7 MC

Channel 229 ERP 60,000 Watts

Transmitter on Paris Mtn.

400 Foot Tower

2200 Feet Above Sea Level

1st Broadcast—May 20, 1948

Daily, Sunday—12 Hrs. a day

Cost more than $200,000.00

A BONUS TO THE CLIENTS OF

WFBC

48 sponsors on NBC

38 Nat'l Spot Clients

95 Local Clients

NBC FOR ALL THREE

GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC

GREENVILLE SOUTH CAROLINA

5000 Watts 19 Hours Daily

THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

Radio-TV Plank

(*Continued from page 21*)

became apparent that on most matters they would take full advantage of their ability to second-guess over the Republicans.

The drafters also had before them a statement submitted by BROADCASTING, as to the viewpoint of President Truman on radio. The President has expressed himself as favoring radio being maintained "as free as the press" from a regulation standpoint, and while the plank adopted omitted reference to governmental regulation of radio, thereby not going as far as many broadcasters would prefer a plank to go, it did commit the party to giving radio and television the same free hand in gathering and disseminating the news as is now exercised by the press.

TV Films for $1,000

LOW-BUDGET advertisers may have video films made for "less than $1,000," according to a new plan effected last week by Sterling Films Inc., New York. The firm, producers and distributors of home movies, has established a television department headed by Carl King, WNEW New York narrator. Films are to include script, narration and advertising. Sterling Films is located at 61 W. 56th st.

TV IMPORTANT

Coverage Effect Stressed At Democratic Session

THE IMPORTANT role played by television in coverage of the Republican and Democratic Conventions in Philadelphia was pointed up in a memorandum issued to all speakers and chairmen of delegations by Kenneth D. Fry, radio director of the Publicity Division of the Democratic National Convention. In the memorandum Mr. Fry said:

We are all fully aware of the extensive television coverage given to the major political conventions this year.

We are also aware that the growth of radio coverage of conventions during the past couple of decades tightened convention schedules, made time schedules mandatory, and in general has done more to acquaint the people of the country with candidates and issues than any other means of news dissemination.

Now we have television, and millions throughout the country can see as well as hear all conventon activities. This has a definite and vital effect on the party, the chances of candidates, the attitude of the people toward the party and the election.

Television has a merciless and complete eye. All of us must remember that. "Time" magazine estimated that ten million people in the east "saw" the Republican Convention instantly through television. Another five million saw telefilm versions in other parts of the nation. I'd like to quote a few scattered observations from "Time's" report:

"The TV camera . . . peered and pried everywhere, and its somewhat watery gaze was often unflattering. Good-looking women turned into witches and dapper men became unshaven bums."

". . . the camera caught occasional telltale traces of boredom, insincerity and petulance."

"Most televiewers lost the thread of . . . address, because of the woman in the background who blandly read a newspaper."

". . . a girl delegate smothering a yawn behind her compact during a dull speech . . ."

Conventions geared themselves to radio; it is obvious that they must now be geared to television. Do not forget at any time that the merciless and all-encompassing eye is on the Convention floor, the platform—and everywhere. The camera shifts instantly and often.

Speakers will be personally notified of plans for makeup before they appear on the platform. The Radio Division and the television companies can give you information about dress for TV appearances.

1. Major speakers should, in their introductions, address themselves not only to the Convention audience, but to the radio and television audiences as well.

2. Remember that any activity on the speakers' platform is emphasized by the TV camera, and distracts from the speaker.

3. Introductions should not be done perfunctorily, or as an aside. They should be done completely, and with full face to the audience, and therefore to the camera. Otherwise they appear on the TV as a "brushoff."

4. Reading of newspapers, yawning and other evidences of boredom are pointed. Remember the camera emphasizes what it is covering, and seldom presents an overall view of the Convention Hall. It accentuates detail.

Naturally we have serious business at Convention Hall, and our business is with the delegates. But we must not forget that millions of curious eyes are on us at all times, as well as many more millions of ears tuned to the broadcasts. Our attention to these points means votes.

MRS. LOUISE MacFARLANE, wife of WCBM Baltimore's Ian Ross MacFarlane, attracted much attention and many comments at the Democratic Convention by displaying the party symbol on her chapeau. Mrs. MacFarlane, who doubled in brass for her husband, is shown in MBS headquarters at the Bellevue Stratford.

NBC—'LIFE'

Two More TV Firsts Presented During Convention

FIRST telecast from the press room of the White House in Washington was presented last week as a part of the NBC-*Life* coverage of the Democratic Convention. The exclusive broadcast was planned by NBC and *Life* as a Convention sidelight, augmenting, with other NBC-*Life* features, the pooled coverage presented from Convention Hall by the industry.

The half-hour program featured NBC Washington correspondents Arthur Barriault and Frank Bourgholtzer and *Life* correspondents Windsor Booth and Ed Jones in an interview with other Washington newsmen who cover the White House and travel with President Truman. Those interviewed included Ernest "Tony" Vaccaro, AP; Robert Nixon, INS, and Jack Doherty of the *New York Daily News*.

During the program White House Press Secretary Charles Ross stopped by the press room and reported that President Truman was watching the program in his study and enjoyed it very much.

Later in the evening, NBC and *Life* did a three city round robin television program with pickups from New York, Philadelphia and Washington. Acting Secretary of Labor John Gibson was interviewed in Washington, former Agriculture Secretary Clinton P. Anderson in Philadelphia and James W. Girard, U. S. Ambassador to Germany before World War II, in New York.

The round robin utilized 17 cameras and is reported to be another television first.

NEW REGIONAL FORMED BY 4 GEORGIA OUTLETS

A NEW regional network, composed of four 5 kw stations, has been formed in Georgia and will be identified as "The Georgia Quartet."

All of the stations will be represented by the George P. Hollingbery Co., Chicago-New York, which will offer in its time sales a combination rate. George P. Hollingbery, president, claims the new network will deliver a larger Georgia audience than any other combination currently for sale. Member stations, their affiliation and management are as follows: WGST Atlanta, MBS, John Fulton; WRDW Augusta, CBS, R. W. Ringson; WSAV Savannah, NBC, Harben Daniel, and WRBL Columbus, CBS, James Woodruff Jr.

Kermit-Raymond Places Show With RRN, KFI

SALE of *Hollywood's Open House* to the Rural Radio Network, seven station FM network in New York state, has been announced by Ray Green of Kermit-Raymond, production company.

Mr. Green also announced the sale of the show to Kaiser-Frazer through William H. Weintraub Co. The half-hour package will be used five times a week on KFI Los Angeles for a ten-week period through the summer.

SOUTHWESTVIRGINIA'S *Pioneer* RADIO STATION

WDBJ consistently covers a near BILLION DOLLAR MARKET!

Retail sales in WDBJ's daytime coverage area exceeded $850,000,000 in 1947, nearly double 1946. In the part of this rich market where WDBJ's listenership is 50-100%, retail sales exceeded $500,000,000. You can cover this fast growing market of Roanoke and most of Southwest Virginia with WDBJ alone, and the cost is surprisingly low.

Ask Free & Peters!

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

Port Huron Test

(Continued from page 21)

suit points out, "there are various heated political campaigns now being carried on in the State of Texas . . . and various charges and counter-charges are being made . . . Some of the charges that have been made by various candidates border on libel and in some instances would be actually libelous unless the truth thereof were proven."

When the station announced its plan to accept broadcasts by any legally qualified candidate, the complaint asserts, KPRC "made it known to the public and to all legally qualified candidates that in view of the rules and regulations of the FCC, the laws of the U.S.A. and the civil and criminal laws of the State of Texas, Radio Station KPRC would be compelled to reserve the right to edit any and all political speeches, comments or other broadcasting material for libel, treason, profanity and obscenity."

But since then, the suit continues, FCC has handed down its Port Huron decision, making "findings and conclusions not in accordance with the law." The complaint declares:

Certain legally qualified candidates for public office in the present Democratic primary election who are presently conducting campaigns for election on July 24, 1948 have notified plaintiff [KPRC] that they desire and intend to make certain statements on the air over KPRC, which statements if made and unless proven to be true would be libelous.

Plaintiff alleges that in order to comply with the laws of the State of Texas and not subject itself to penal punishment, possible civil liability for damage and possible forfeiture of its charter, it is necessary that each and all utterances, statements and speeches to be made over KPRC by all legally qualified candidates including those mentioned above should be and must be submitted to KPRC and edited for libel.

By virtue of the final decision of the defendant FCC in the Port Huron case, plaintiff cannot edit for libel . . . nor can it refuse to broadcast a speech or part of a speech by a candidate for public office because of the allegedly libelous or slanderous content of the speech without jeopardizing its license from FCC to operate its radio station.

Summing up its plight—which spokesmen felt is also the plight of all stations which carry political broadcasts—KPRC maintains it will face "irreparable financial injury" whether it follows FCC's ruling and forgets Texas law, or follows Texas law and disregards FCC's interpretation.

The station, operated under the general managership of Jack Harris, is owned by former Texas Gov. W. P. Hobby and his wife, Mrs. Oveta Culp Hobby, wartime director of the Women's Army Corps. The suit says:

It is a known fact that Gov. W. P. Hobby and Mrs. Oveta Culp Hobby have been outstanding leaders, staunch believers and firm defenders, locally, nationally and internationally, of the unrestricted right of freedom of speech.

It has always been, is at the present time and will continue to be the philosophy of plaintiff that the facilities of Radio Station KPRC should be available to any legally qualified candidate for pubic office and any such candidate should have the untrammeled right of freedom of speech in radio broadcasting and should have the unqualified right and privilege of making any statement over the radio which said candidate could make to an audience physically present.

KPRC said that at the present time it is under commitment for 12 different political broadcasts.

OLYMPICS

Network Experts Covering Games in London

A VANGUARD of network sports experts left last week for England to cover the Olympic Games which begin July 29 in London. Others are slated to make the Atlantic crossing this week and next.

Bill Henry and Bob Considine sailed Friday, July 16, on the *Queen Elizabeth*. Mr. Considine is covering for ABC. Mr. Henry will cover for MBS, with the assistance of Arthur Mann, Mutual's London bureau chief.

NBC's sports director, Bill Stern, is scheduled to leave for England tomorrow, July 20. He will collaborate with Merrill Mueller, NBC news chief in London, in reporting the games. Red Barber, CBS sports director, plans to fly to England July 28. His assistant, John Derr, sailed last Wednesday to handle preliminary arrangements.

The British Broadcasting Corp., with the aid of its office in New York, has made extensive preparations for radio coverage of the Olympics by American independent stations as well as the networks. By the end of last week four independents had accepted the BBC's offer of free broadcasting recording facilities at Wembley Stadium.

The stations and their representatives are: KFWB Hollywood, Thomas Freebairn-Smith; WGR Buffalo, Sigmund Smith; WBNS Columbus, Ohio, Lawrence Snyder; and WHOB Gardner, Mass., Martin Tall.

CAB Group Gives Policy For Mention of Prices

RECOMMENDATIONS for handling price mentions on the air have been made by the Canadian Assn. of Broadcasters management committee following a series of regional meetings. Price mentions go into effect in Canada on Sept. 1, for the first time for a trial period of six months.

The committee recommends no repeats of prices on spot or flash announcements, only one price mention in a 5-minute period, not more than two price mentions in 15-minute period, limit of three price mentions in half-hour period, and limit of five price mentions in one hour period; great caution in handling business from transient traders; copy deadlines 3 p.m. day previous to broadcast and figures to appear also spelled out in copy; no premium charge on price mentions, and minimum use of superlatives. Final word on price mentions problems and administration is left to committee of CAB, with Jim Allard, CAB general manager, as committee chairman.

Movie TV Study

(Continued from page 22)

the defendants, including Paramount, in violation of that Act and formally enjoined them from pursuing the practices in restraint of trade originally complained of.

That decision is of interest to this Commission in considering the assignment before it because of the ownership by Paramount Pictures Inc. of stock in Tri-States Theatres Inc., which latter organization in turn holds 50% ownership of the instant assignee.

Before finally passing upon this matter, however, the Commission will be glad to receive a memorandum brief from the assignor, the assignee, or any of the stockholders of the assignee corporation, discussing the question of the qualifications of the proposed assignee in the light of the course of conduct of Paramount Pictures Inc. as set forth in the abovementioned Supreme Court decision. Please advise whether you desire to file such brief. Please advise also what steps, if any, have been taken with respect to an extension of the contract.

Station owners and applicants found guilty in the anti-trust decisions include:

Paramount—Owner of WBKB (TV) Chicago and KTLA (TV) Los Angeles; 29% owner of Allen B. DuMont Labs. which has three video stations and is applying for two others; half owner of WSMB New Orleans and its WRTV (TV); owner or stockholder of television applicants for Boston, San Francisco, Tampa, Detroit, and, through its proposed acquisition of KSO Des Moines.

Warner Brothers—Owner of KFWB Los Angeles; purchaser (subject to FCC approval) of Mrs. Dorothy Thackrey's KYA San Francisco, KLAC Los Angeles and authorized KLAC-TV; television applicant for Chicago.

20th Century-Fox—Television applicant for Boston, San Francisco, Seattle, Kansas City, and St. Louis.

Loew's Inc.—Owner of WHN and WMGM (FM) New York.

H. J. Griffith (Southwest theatre chain operator)—Owner of KEPO El Paso, part owner of KWFT Wichita Falls, Tex., and interested in other Southwest applicants.

Schine Chain Theatres—Owner of WPTR Albany and part owner of WBCA (FM) Schenectady.

WAY TO TEST CLARITY OF NEWSCASTS CITED

READABILITY formulas used by newspapers to determine how much news a reader understands can be used to measure the clarity of radio newscasts, according to an Ohio State U. study just completed.

Under the direction of Dr. Edgar Dale of the university's Bureau of Educational Research, 100 students listened to transcriptions of news programs previously aired over WOSU Columbus, the Ohio State station. Questioned later as to the content of the newscasts, the students' answer showed they understood better those items rated "easy" by the newspaper formulas. The students failed to understand most of the stories rated "hard."

Dr. Dale concluded that listeners are more likely to be interested in newscasts that they understand. He recommended that stations write their newscasts in simple language if they want them understood.

PLANS for establishment of Theatre Guild of Los Angeles have been disclosed by Gregory Peck. Financed similarly to New York Theatre Guild, Mr. Peck said all major motion picture studios would be solicited for support.

SOME FIGURES COVER THE SITUATION . . . OTHERS COVER IT UP!

But it's a fact that in the rich, responsive Worcester area, in competition with 4 network stations . . . independent WNEB delivers more listeners per dollar!

HOOPER STATION LISTENING INDEX

WORCESTER, MASS. MAY-JUNE 1948

	WNEB	NETWORK STATION A+FM	NETWORK STATION B	NETWORK STATION C	NETWORK STATION D
TOTAL RATED TIME PERIODS	26.7	39.4	17.9	7.3	6.9

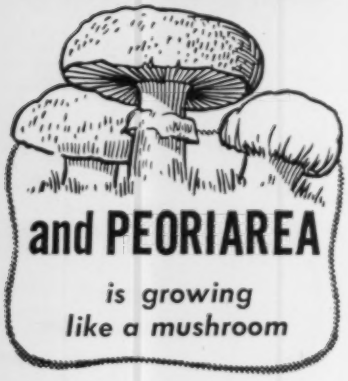
Check With Our Reps For More Facts and Figures

WORCESTER WNEB MASSACHUSETTS

Represented By

ADAM J. YOUNG JR., INC. AND KETTELL-CARTER

WMBD
dominates
PEORIAREA



and PEORIAREA
is growing
like a mushroom

HOMES FOR 10,000 people will ultimately be erected in Marquette Heights, brand new community rising just south of Peoria. By fall, 2500 will be moved in.

NEW CUSTOMERS will shop for nationally advertised products in the planned commercial center.

TREMENDOUS INDUSTRIAL EXPANSION is making Peoriarea larger and more prosperous than ever before.

WMBD alone
keeps pace
..with new facilities

Soon to be announced: new power . . . new transmitter . . . new theatre studios.

FM

The only Peoriarea station with FM. Now operating FM full time simultaneously with AM.

TV

The first Peoriarea station to apply for television.

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

District Meetings

(*Continued from page 25*)

conduct research clinics at several meetings. Mr. Batson will speak on "Television—The Blue Chip Decision," summarizing data developed in three months of research. He will give an interim version of a comprehensive report to aid broadcasters in "making the big choice: TV or not TV."

Changes Contemplated

Several changes in the association's By-Laws will be considered at a meeting of the By-Laws Subcommittee, tentatively planned some time next month if a meeting can be dovetailed into the district series.

Changes in the present By-Laws are needed to remove flaws in the version which was adopted a year ago. The whole system of electing district directors is involved in proposed amendments, with chance that referendum ballots will be mailed to the NAB membership in September. This, of course, would require mail approval by board members of any subcommittee proposals.

At present each district director has the option of holding a mail election or balloting at a district meeting. At Los Angeles the board favored this optional method, but agreed that persons nominated for district directorships should be given a chance to withdraw before the election.

Important change in the By-Laws would be made under an amendment offered last spring by Edward Breen, KVFD Fort Dodge, Ia., elected a director for small stations during the Los Angeles convention in May. Mr. Breen's amendment would remove from the By-Laws the paragraph (Article VI, Section 1, Paragraph 3) vesting the board with power to enact and secure observance of standards of practice or codes [BROADCASTING, May 10].

Breen Has Petition

Because Mr. Breen's petition was not submitted 30 days prior to the board's two Los Angeles meetings, it will not be considered until the next board meeting slated the week of Nov. 15 in Washington. Unless he withdraws the petition, signed by over 300 members, the board must submit it to the industry for a mail vote. Mr. Breen has indicated he is considering withdrawal of the proposal.

Nominees for the District 9 directorship, as certified by Ernst & Ernst, subject to further nominations from the floor during the election, are as follows:

Ralph L. Atlass, WIND Chicago; Charles C. Caley, WMBD Peoria; Walter J. Damm, WTMJ Milwaukee; Oscar C. Hirsch, WKRO Cairo; W. E. Hutchinson, WAAF Chicago; Bernard Jacobs, WOAK Oak Park; Leslie C. Johnson, WHBF Rock Island; Robert B. Jones, Jr., WIRL Peoria; F. Ward Just, WKRS Waukegan; William J. Kutsch, WMMJ Peoria; Ben A. Laird, WDUZ Green Bay, Wis.; Harry R. LePoidevan, WRJN Racine; Roy W. McLaughlin, WENR Chicago; Fred C. Mueller, WEEK Peoria; K. F. Schmitt, WIBA Madison; Glenn Snyder, WLS Chicago; Edward A. Wheeler, WEAW Evanston.

The complete agenda for the District 4 meeting, opening the NAB's summer-fall series, follows:

MONDAY, JULY 26

9 a.m.—Registration

10 a.m.—Call to Order—Campbell Arnoux, WTAR Norfolk, 4th District Director; Announcements; Appointment of Committees

10:15 a.m.—Program Clinic: Edward S. Whitlock, WRNL Richmond, 4th District Program Chairman. "Better Programming for Greater Profits," Harold Fair, director, NAB Program Dept.; Music Matters, BMI, ASCAP, SESAC, Legal Aspects, Music Committee negotiations; Introduction of representatives of transcription company associate members; question and answer period

12 noon—Recess

12:30 p.m.—Luncheon

1:30 p.m.—"NAB—Your Association"—Judge Justin Miller, NAB president. A general over-all review of the activities and services of NAB, including Standards of Practice, present status and future plans; question and answer period

3 p.m.—Sales Clinic: O. L. Carpenter, WPTF Raleigh, 4th District sales managers chairman; Work of the Broadcast Advertising Dept., A. D. Willard Jr., NAB executive vice president; All-Radio Presentation—Hugh M. P. Higgins, assistant director, NAB Broadcast Advertising Dept.; Small Market Stations — John W. Shultz, WMVA Martinsville, Va.; Stations Executive Committee; question and answer period

5 p.m.—Adjournment

8 p.m.—Banquet

TUESDAY, JULY 27

10 a.m.—Call to Order—Campbell Arnoux, 4th District director; "Radio—Its Current Legal Problems"—Don Petty, NAB General Counsel. A review of editorializing, political broadcasts, controversial issues, libel and slander, state taxation of radio, zoning problems, trends in Federal and State legislation; question and answer period

11 a.m.—Employer - Employe Relations Clinic; Harold Essex, WSJS Winston-Salem, 4th District Employer-Employe Relations Chairman. "Solve Your Station Labor Relations Problems Before They Dissolve Your Station"—Richard P. Doherty, Director, NAB Employe-Employer Relations Dept.; question and answer period

12 noon—Recess

12:30 p.m.—Luncheon

1:30 p.m.—Address by Frederic R. Gamble, president, American Assn. of Advertising Agencies

2 p.m.—Problems of Coverage and Measurement: Broadcast Measurement Bureau, Hugh M. Feltis, president, BMB; introduction of representatives of market research associate members

2:30 p.m.—"Television—The Blue Chip Decision"—Charles A. Batson, NAB director of information. A summary of helpful information based on three months of intensive research. This is an interim presentation of a comprehensive report for broadcasters making the big choice: TV or not TV

3:30 p.m.—"Horizons Unlimited" — A panel discussion of AM, FM, TV and FX—members of NAB staff and local broadcasters

4:30 p.m.—Report of Resolutions Committee

5 p.m.—Adjournment

Lineup of other district meetings in the first half of the series, through the District 11 meeting Aug. 19-20, follows:

District 3 (Del., Pa., Md.), Bellevue-Stratford Hotel, Philadelphia, July 29-30—Opening day, research clinic, BMB, President Miller's luncheon address, labor relations; second day, sales clinic, program clinic, music, luncheon, TV session, Horizons Unlimited.

District 1 (New England), Somerset Hotel, Boston, Aug. 2-3—Opening day, labor relations, President Miller's luncheon address, program clinic, music; second day, sales clinic, research, luncheon, BMB, TV session, Horizons Unlimited.

District 2 (N. Y., N. J.), Hotel Sheraton, Rochester, Aug. 5-6—Opening day, sales clinic, President Miller's luncheon address, BMB, labor relations; second day, research, public relations, luncheon, music, TV session, Horizons Unlimited.

Districts 7-8 (Ky., Ohio, Ind., Mich. in part), French Lick Springs Hotel, French Lick, Ind., Aug. 9-10—Opening day, legal clinic, program clinic, President Miller's luncheon address, sales clinic; second day, labor relations clinic, luncheon, BMB, TV session, Horizons Unlimited.

District 9 (Ill., Wis. in part), Palmer House, Chicago, Aug. 12-13—Opening day, program clinic, music, President Miller's luncheon address, BMB, election of district director; second day, sales, legal clinic, luncheon, labor relations, TV session, Horizons Unlimited.

Districts 10 and 12 (Iowa, Mo., Kan., Okla.) Meuhlebach Hotel, Kansas City, Aug. 16-17—Opening day, labor relations, President Miller's luncheon address, legal clinic, sales; second day, program clinic, music, BMB, luncheon, TV session, Horizons Unlimited.

District 11 (Minn., N. D., S. D., in part, Wis. in part, Mich. in part), Radisson Hotel, Minneapolis, Aug. 19-20—Opening day, program clinic, music, legal clinic, President Miller's opening address, labor relations; second day, sales clinic, luncheon, BMB, TV session, Horizons Unlimited.

COMPLETION of new 500-ft. Blaw-Knox tower for WBT-FM Charlotte, N. C., has been announced. An RCA four-section pylon has been installed for FM and an RCA three-section super-turnstile will be added for television. Original cost estimate for FM only was $73,000. Complete antenna cost when television equipment is installed will be approximately $101,000, station reports. With initiation of service from new tower, WBT-FM increased its power to 54.6 kw and changed from Channel 273 to Channel 260 (99.9 mc).

WITTY, RHEA SET UP NEW CONSULTING FIRM

FORMATION of the consulting firm of Witty and Rhea, with headquarters in Dallas, has been announced by W. M. (Bill) Witty, and Henry E. Rhea, veteran RCA engineers.

The firm will specialize in television, primarily in equipment and installations. In addition, the organization will cover planning, design, supervision and construction in all broadcast operations.

Mr. Witty had been with RCA for 20 years, most of the time in the Dallas office handling sales and installation of all types of transmitter equipment. Mr. Rhea was with RCA about 12 years, eight of which were spent in television engineering at Camden headquarters. Offices are at 6923 Snider Plaza, Dallas. Phone J8-2402.

AD AGENCIES

Two Firms Are Merged In Houston

DOWN Texas way things are always done in a big way, and now Frank Stewart & Co., Houston radio agency, and Wallace Davis & Co., Houston, have consolidated to form one of the biggest advertising agencies in the south, Wallace Davis & Co.

Wallace Davis started as a one-man agency in 1933 at the request of a group of oil tool manufacturers. He expanded his agency's operations to general advertising in 1936 but has always retained the specialized oil industry division. Wallace Davis & Co. now serves over 100 clients in all media and is housed in a modern office building at 3401 Buffalo Drive, Houston.

Mr. Davis credits the success of his agency on its concept "that 'influence on markets' is the primary objective of every successful advertising and sales program." Although immediate sales are the tangible result, they are not the end result and an ever-increasing influence on logical markets for the products of the clients is needed.

New Executives

With the newly acquired executives and their staffs, Wallace Davis & Co. officials state they can now provide their clients with these agency functions on a major scale: market research, product research, design and packaging, sales and distribution research, sales promotion, publicity and public relations, outdoor and transit advertising, motion picture production, direct mail, art, copy, photography and other types of production.

The new director of radio, Frank Stewart, has been in radio in the Southwest since 1932. He was program director of the old Southwest Network and stations WACO, KXYZ, KABC and headed his own agency before consolidating with Wallace Davis & Co. That he is producing high listening, low cost shows for the clients is borne out by the winter Hooper of 13.1 given his *Portraits in Music* show. It is a Sunday daytime program on KPRC, Houston's NBC station, and achieved the rating with only 16.8 sets in use.

Draws Others

Other executives now joining Wallace Davis & Co. are: J. F. Brinley, as director of market research, publicity and public relations; Cameron C. Stineman, as account executive on consumer advertising; and Vance Dan Demark as art director.

Mr. Davis attended the U. of Texas and traveled in his younger days. In Tokyo he served as a rewrite man on the *Japan Advertiser* and sold a syndicated column on his experiences and observations in distant countries. When he returned to this country he went to work as a news and feature writer on the oil fields of the southwest. He sold to newspapers and trade publications and served for six years on the staff of the Gulf Publishing Co., Houston. With his knowledge of writing and the oil business it was here that he opened his one-man advertising agency.

Aerial Service

Aviation is one of Mr. Davis' interests and the company owns two fast planes for servicing the agency's distant accounts. He recently bought and operates Sky-Travel Inc., an aircraft sales and service organization with headquarters at the Municipal Airport in Houston. Each week-end he flies 480 miles to his 244-acre ranch at Center Point, in the hill country of Texas.

For the Kids

WITH the children of Charlotte and Mecklenburg County, N. C., prohibited from all public gatherings, recreation spots, etc., under the polio ban, WBT Charlotte stepped in and inaugurated a new series of programs last Wednesday. Aired each day, Monday through Friday at 10:30-10:45 a.m. for the duration of the polio emergency, the shows were launched by Larry Walker, program director, to entertain those kept at home. Games, contests, stories and gimmicks are featured along with suggestions for round-the-clock entertainment. The response, station reports, has been "terrific."

AFN PREFERRED

Wins 3½ to 1 Over BBC

By BILL GRAFFIS

WHILE the equipment, installations and operating personnel of the Armed Forces Network long ago was removed from England, the pleasant memories of fine radio entertainment provided for the GI's and, coincidentally, British listeners, have not been forgotten by the permanent residents.

Although the operations of the AFN are now restricted to the American Zone of Germany (including U. S. Sector Berlin), a survey conducted by the London representative of an American advertising agency showed listeners in England possessing sets capable of picking up the GI station in Berlin, Hamburg or Frankfort preferred the programs by a ratio of nearly 3½ to 1 over anything presented on BBC's Home, Light or Third service.

Heavy favorites among the English were American comedy and variety shows with Fred Allen, Crosby, Hope and Bergen at the top of the heap. The ancient, alleged truism that more than the Atlantic separates the American and British sense of humor took a beating when the survey showed English listeners of AFN's Allen and Bergen shows favored the more subtle quiet presentations of these two over the boisterous pie in the face routines of Tommy Handley and Vic Oliver, supposedly the top two comedians in Britain.

Even the disc jockey shows on AFN have made a sharp cut in the BBC audience.

One of the midnight record shows on AFN, easily obtainable in Britain as it went on immediately after BBC's signoff time of 11 p.m., proved by a BBC survey to have more listeners in Britain than some of the highly touted BBC programs.

In an effort to pick up the late evening audience, the BBC continued their broadcasting schedule another hour, supposedly because increased allotment of electricity permitted the extra sixty minutes. This excuse, coupled with the fact the BBC loaded their last hour of broadcast time with live and canned musical shows, was much too flimsy to grab listeners in the amount desired by the English government radio.

The majority of the British listening audience cannot understand why the BBC doesn't buy transcriptions of some of the leading American radio shows. Although the official explanation is that the American artists and agencies demand payment out of Britain's none too large dollar fund, English listeners are quick to point out arrangements have been made whereby certain performers such as Danny Kaye and Mae West and even Joe Louis have been able to take dollar earnings out of the country. If these people can do it, the British are asking, with some justification, why can't other performers? Too, the heavily-taxed British, while paying very little for radio entertainment, still demand something other than the present unpalatable programs offered by any one of the BBC's services.

English Suffer

The same dearth of hard currency has indirectly affected British listeners in another way.

Before the war the Englishman could get relief from the BBC through Radio Luxembourg. Currency restrictions are now such that pre-war sponsors of top shows slanted for British listeners over Radio Lux have little if any chance of buying quality air entertainment.

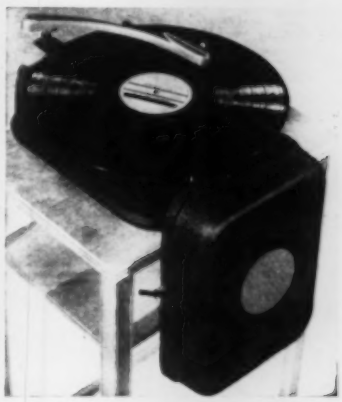
BIG NEWS

33⅓ RPM

transcription player

WEIGHS TEN POUNDS

IMMEDIATE DELIVERY



PROFESSIONAL QUALITY FROM BOTH 33-1/3 and 78 RPM TRANSCRIPTIONS AND RECORDINGS

HANDLES UP TO 17-¼" DISCS

Timely and terrific . . . the new, lightweight Califone portable transcription players provide advertisers, agencies, broadcasters and transcription studios with professional quality reproduction from both 33-1/3 and 78 rpm transcriptions *and* records. Already in daily use in over 400 broadcast stations, the amazingly lightweight Califone provides your executives and salesmen with plenty of PORTABLE SALES POWER. Specially designed, patented features enable the Califone to handle up to 17¼" transcriptions with WOW-FREE, SLIP-FREE AND RUMBLE-FREE EFFICIENCY. The excellent tone quality brings out the best in recorded music and voice. NOW IS THE HOUR TO ADD EXTRA SALES POWER. Get the facts on the amazing NEW Califone portable transcription player.

MODEL 6-A FOR AC
LIST $54.95
MODEL 6DC FOR AC-DC
LIST $74.95

Professional Discount to Radio Stations, Advertising Agencies & Recording Studios Only.

MODEL 6-A, NET $41.25
MODEL 6DC, NET $56.22
FOB FACTORY

ORDER YOURS TODAY OR WRITE FOR BULLETIN NO. 10 A

CALIFONE
CORPORATION
1041 NORTH SYCAMORE STREET
HOLLYWOOD 38, CALIFORNIA

Philadelphia

(*Continued from page 23*)

ing hothouse, KYW Philadelphia rushed into production thousands of fans which it distributed to delegates, spectators and commentators. On them was the legend: "I'm a KYW fan."

* * *

THE CONVENTION HALL room in which President Truman awaited the outcome of the voting roll-call was so hot that when the rain stopped he went outside on the hall ramp for a couple of hours to sit and cool off. Frank Stanton, CBS president, heard the Chief Executive was outside and had no way of monitoring the proceedings, so he sent down two portables—one for the President and the other for Mrs. Truman. Both sets were thoughtfully pretuned to W C A U Philadelphia, Columbia Philly affiliate.

* * *

JOHNNY MEAGHER, publicist at KYW Philadelphia met Les Nichols, MBS newsman, at the Convention for the first time in three years. The pair were buddies in the Pacific during the war.

* * *

EVERETT HOLLES, news director of WBBM, Columbia-owned station in Chicago, and Charles Collingwood, CBS Coast correspondent, helped cover the Convention for the network and also filed special regional stories.

MEETING BACKSTAGE at Democratic Convention were (l to r): Richard Hottelet, CBS newsman; Wilton Cobb, manager of WMAZ (CBS) Macon, Ga.; Kenneth D. Fry, radio director, Democratic National Committee; Wallace A. Gade, assistant to Mr. Fry, and Bill Downs, another CBS newsman.

GEORGE McELRATH and Frank Connelly, NBC engineers, gave the microphones on the speakers' rostrum a final check the day before the Convention opened—and to their horror heard a thunderous roar on every check. Mr. Connelly ripped out all the wiring, checked the control equipment and fiddled with the mikes. To no avail. The roar continued. After hours of checking and re-checking, he finally discovered where all the noise was coming from. The four huge fans on the platform were blowing directly into the mikes, causing the noise. The fans were turned in a different direction and all the technical difficulties were solved.

* * *

KYW Philadelphia had a hectic Convention schedule, but reported that its facilities were not taxed to capacity. The station handled all NBC originations; handled the Connecticut State Network which carried programs to WTHT Hartford, W A T R Waterbury, WNLC New London, WSTC Stamford, WNHC New Haven, WTOR Torrington and WNAB Bridgeport; did special recordings for KSD St. Louis and KGU Honolulu; did daily stints for WWJ Detroit, WCPA Clearfield, WBAL Baltimore and KDKA Pittsburgh.

* * *

LEE BLAND, special events director of CBS, discovered there was real gunpowder in the Revolutionary War powderhorn hanging in his room at Psi Upsilon fraternity house. The frat house was living quarters for two dozen CBS staffers.

* * *

ABC claimed a resounding "beat" last week on the news of the special session of Congress called by President Truman for July 26. According to the network, Elmer Davis made the first disclosure of the special session in a broadcast from Philadelphia at 11-12 p.m. last Wednesday night. President Truman made it official in his acceptance speech at 2:20 a.m., carried by all major networks.

* * *

IF TELEVIEWERS have been wondering about the identity of a hazy figure drifting through a few telecasts of the Convention Hall crowds, we can tell you his profession, at least. The gentleman was wearing a large button hard to read via the TV screens. It said: "I don't care who wins—I sell buttons."

* * *

WPTZ Philadelphia put out the best-dressed crew in television—but they didn't like it. The Philco television station had the job of covering the famous Perle Mesta (very social) party, at which dinner clothes were strictly de rigeur, even for working press. By a super-effort of scrounging, the boys got themselves the required habiliments and passed their cables through the swank Barclay Hotel in time. They worked until 2 a.m., but since they had an 8:30 a.m. call next on schedule, had to haul their equipment back to Room 413 at the Bellevue-Stratford, where they cat-napped. Among the heroes were: Harold Pannepacker, stage manager; Ben Squires, assistant stage manager; Ed Altman and Harry Osman, cameramen, and Andy McKay, make-up man.

* * *

SAM SEROTA, WIP Philadelphia special events man, got a beat for MBS on the Alabama delegation walk-out, via a walkie-talkie interview.

* * *

PAULINE FREDERICK, ABC's woman commentator at the Convention, was sketched by Rene Bouche, special artist for *Vogue* magazine, for a Convention feature in the publication. Art work will show Miss Frederick interviewing Mrs. Helen Gahagan Douglas, representative from California, who was selected by ABC as radio's "Mrs. Delegate."

* * *

WCAU-TV Philadelphia held commercial breaks to 20 seconds during the Convention. Result was that Brown & Williamson Tobacco Co. found it couldn't use station for Kool cigarettes. Two local advertisers, however, jumped in to grab the time—N. Snellenburg & Co., one of Philadelphia's major department stores, and Peirce-Phelps, distributor of Admiral television receivers. They co-sponsored 18 announcements daily. Series was placed by Philadelphia office of Robert J. Enders agency.

* * *

AS DURING the Republican Convention, there were a couple of instances when profanity got on the air through carelessness of spectators and others near mikes. Some "background" voices even became subject of news stories. United Press, for example, ran a short as follows: "The radio audience got an unexpected ear-

FAMED ROOM 22 at Convention Hall had some famous guests, including this group monitoring the video screens set up there. "Life" magazine and Young & Rubicam executives present were (l to r) Robert Walcott, assistant to the publisher; Andrew Heiskell, publisher; Dave Levy, Y & R television consultant, and Sid James, "Life" staff.

ful of what goes on along the national Convention sidelines when someone accidentally threw open a microphone on the rostrum where photographers were crowding around celebrities. 'Quit shoving or I'll knock you on your can,' one photographer said to another and several million listeners."

* * *

ONE of the amusing sidelights of the convention was the "powder-nose" derby—the race among at least three broadcasting organizations and perhaps other unknown "dark horses" to make up and powder up President Truman for television. The President's advisers didn't wish to play favorites to any organization so the Chief Executive was televised raw.

* * *

BOB McCORMICK, N B C commentator, was reading the news in Convention room 28 when the lights went out — an experience many a broadcaster had during the Convention. He handled it the way most did. He lit match after match, trying to read his script. As he ran out of matches, Art Lodge, NBC newsman, dashed in with an electric lantern. Just as Mr. McCormick finished his stint, the fuse blew for the electric lantern and he was plunged into darkness again.

* * *

MIKE FOSTER, publicist for CBS, changed quarters from a fraternity house, where trolley cars passing outside kept him awake. He went to the Broadwood Hotel to get sleep after two sleepless nights. But "considerate" friends back at the frat house kept calling him into the small hours of the morning, just to make sure he wouldn't get lonely. Mike finally solved the problem by ordering the hotel telephone operator not to call him even if Harry Truman was on the line.

* * *

NATIONAL Assn. of Manufacturers, which appeared at platform hearings, got out separate news releases for its projects angled "for radio newsrooms and commentators."

* * *

EACH ABC staffer was a marked man at the Convention. He wore a six-inch wide, round, white button with letters "A-B-C" in the center.

* * *

WCAU-TV scored the first television beat of the Democratic Convention July 9, when it presented Sen. Claude Pepper of Florida in an interview on the 6:45 p.m. *Bulletin* news program. It was just after the Senator had disclosed the contents of his telegram from Gen. Dwight D. Eisenhower in which the general stated definitely that he would refuse to run.

* * *

FORMER Senator Joseph F. Guffey of Pennsylvania, a veteran of 11 Democratic National Conventions and a delegate at two of them, believes the atmosphere at party gatherings is "more businesslike" as a result of radio and television coverage. This, said the ex-legislator who attended his first Convention in 1908 in Denver, allows the sessions to be "cut down to three days instead of five."

* * *

JOHN CAMERON SWAYZE, NBC commentator, came out of a Philadelphia restaurant and ducked into what he believed was the waiting NBC limousine that got plenty of network people around in a manner to which they'd like to get accustomed. Mr. Swayze realized his mistake when the driver asked after a few blocks: "Where do you wish to go, Senator?" He was riding in the automobile of Senator Alben Barkley.

* * *

MISSING from Convention was Leon Levine, CBS director of discussion broadcasts, who was active in setting up programs for CBS at the GOP sessions. He tangled with poison ivy before the Democratic gathering started and came out second best.

* * *

EARL GAMMONS, vice president in charge of CBS' Washington office, had no trouble going places his first day at the Convention. The Governor of South Carolina placed his car at Mr. Gammons' disposal. With a sergeant of the South Carolina State Troopers as chauffeur and a No. 1 license plate, traffic melted before the apparent VIP approach.

* * *

JOE CONNOLLY, program manager of WCAU Philadelphia, noticed an usher staring at him as he was working at Convention Hall. Uncomfortable, he finally found out what caused the staring: By

(*Continued on page 68*)

COVERING the Democratic Convention from the CBS booth are (front to rear) Ted Koop, CBS news director in Washington; Bill Henry, also of the Washington staff; John Daly, of New York staff, and Carl Schutzman, engineer.

IN A DuMONT-"Newsweek" exclusive, Ernest K. Lindley (1), in charge of "Newsweek's" Washington bureau, interviews Secretary of the Navy John L. Sullivan (center) with the assistance of Dick Davis of "Newsweek."

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

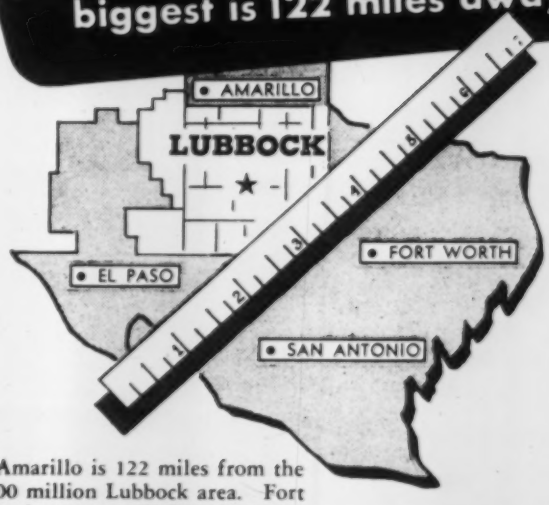
5000 WATT OUTPUT!

JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About

CHNS

HALIFAX NOVA SCOTIA

WHAT'S A FEW MILES BETWEEN MARKETS—
PLENTY! when the next biggest is 122 miles away



Amarillo is 122 miles from the $500 million Lubbock area. Fort Worth 290 . . . El Paso 380. In Texas distances are vast, community interest strong. It takes KCBD — programmed for the 396,000 South Plains folks — to sell this 30-county area. *More* local merchants use KCBD than use the other two stations *combined*. It *sells* in the South Plains.

KCBD
1000 WATTS UNLIMITED
LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.
A Mutual Station
Rep. by JOHN E. PEARSON CO.

Philadelphia

(*Continued from page 67*)

mistake he was wearing the wrong badge—one issued two weeks before for the GOP Convention.

* * *

BILL BROOKS, NBC vice president in charge of news and international relations, won a rhumba contest at the swank C-R Club in Philadelphia. Mr. Brooks was said to have had a big advantage over most contestants in town for the Convention because he recently had been practicing the dance in Cuba.

* * *

A GROUP of CBS men were watching preliminaries of the final Convention session on a TV set in their newsroom at Convention Hall when in walked Helen Sioussat, director of talks, with a handsome blonde. The two women stood in front of the receiver. One newsman, looking at the handsome, fair-haired lady, said: "No use watching the television set, now." Miss Sioussat turned and said: "Oh, hello, Joe. Permit me to introduce the wife of the man now on the television screen—Mrs. Brien McMahon."

* * *

MORE than 40 persons used the television make-up rooms of WFIL-TV Philadelphia on the second floor of the Bellevue-Stratford, where a Max Factor expert was available to aid video neophytes appearing before the cameras.

* * *

MANY television enthusiasts were made at the Convention. One was Mrs. Joseph P. O'Mahoney, wife of the Senator from Wyoming. She and her husband made a TV appearance on ABC the day before the Convention started. When she became ill the next day she wished for a video set to follow the proceedings from her hotel room. Paul Mowrey, ABC's national director of television, came to the rescue, dispatched a set to her.

THROUGH a co-op arrangement, WPIX (TV) New York used a different MBS commentator nightly during the Democratic Convention. Ben Gross (l), WPIX political analyst, makes his initial video appearance with Robert Hurleigh, director of news and television of WGN and WGN-TV, Chicago Mutual outlet.

* * *

ONE of the loveliest visitors at the Convention was Mrs. Charles Collingwood, wife of the CBS newsman. She's Louise Allbritton of the movies.

* * *

TOM McCABE, the prominent Duluth lawyer who is president of WREX Duluth, was responsible for bringing more than a score of Midwest personalities to the microphones during the Convention for stations back home. He hustled personalities to MBS headquarters in the Bellevue-Stratford, put them on network shows, piped back specials to his own station and to WLOL Minneapolis, and made recordings which were rushed out to smaller stations in the Midwest.

* * *

LESLIE NICHOLS, MBS United Nations correspondent at the Convention, came to Philadelphia with a sensitive Jones Beach sunburn. He entered an elevator in the Bellevue-Stratford just as a young donkey got in. The animal got frightened as the lift suddenly started and Mr. Nichols received a kick in the sunburn. Unperturbed, Mr. Nichols made arrangements to get the burro on the air.

* * *

SEN. ALBEN W. BARKLEY threw network and TV schedules into a tailspin with his keynoter Monday night. His speech originally ran one hour and ten minutes. It was to have been cut to 45 minutes. But it ran one hour and 15 minutes.

* * *

WELL BEFORE the opening gavel Monday, broadcasters and telecasters were singing the praises of Ken Fry, Democratic radio chief. Radio-wise, everything was in order—a minimum of griping about badges, tickets and platform admissions. Mr. Fry, formerly with NBC, resigned his post as operations chief of the "Voice of America" to accept the party portfolio.

* * *

JIM SAUTER, Air Features Inc. head, quadrupled in brass. He performed for the fourth consecutive convention as program director. He also is advisor to Mayor O'Dwyer of New York, as well as radio head of the New York state organization.

* * *

IS BEN GIMBEL Jr., WIP president, Republican or Democrat? At the GOP Convention, Ben was on the platform warmly greeting all-comers. Same thing at the Democratic. Answer: He was greeter chairman at both Conventions.

* * *

ELEVATORS of the Bellevue-Stratford were stopped temporarily by a power shortage, so Martha Deane and Alvin Helfer, MBS news analysts, had to walk up to their tenth-floor studios for a show deadline. With tongues hanging

GATHERED together for a rare moment during the Convention is this group of NBC correspondents assigned to Philadelphia last week. Members include (seated, l to r) Robert McCormick, Richard Harkness, Morgan Beatty, Ned Brooks, Ed Wallace, Ira Henle, Clifton Utley, Robert Trout, W. W. Chaplin. Standing is Francis C. McCall, NBC manager of news operations.

FRANCIS C. McCALL, manager of news operations for NBC at the Democratic Convention in Philadelphia, finding newsmen's quarters crowded, had a phone installed in the bathroom of his hotel room. It was the only way, he said, to hold a private phone conversation.

Uncle Wiggily

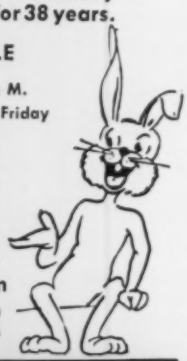
(Howard R. Garis)

NOW ON THE AIR with his famous "Uncle Wiggily" stories — nationally popular for 38 years.

AVAILABLE

6:00 - 6:15 P. M.
Monday through Friday

This show pulled more than 6000 pieces of mail in 6 weeks.



An exclusive availability on

WNJR

the radio station of the Newark News

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Pemora

TAKE IT AWAY

On Transcriptions: ASSOCIATED—Enric Madriguera; LANG-WORTH—Merle Pitt, Al Trace; MacGREGOR—Veramae Stevens; WORLD—Jose Morand; CAPITOL—Enric Madriguera.

On Records: Xavier Cugat—Col. 38239; Enric Madriguera—Dec. 24446; Emil Coleman—DeLuxe 1010; Edmundo Ros—London 230.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

ut, and panting, they made the rst 9 flights. Then at the top of he landing of the final flight they ound a gal waiting—garbed in lowing robes, with wings and a alo. Sure enough, it was an angel, gal dressed up to advertise a ocal "Hamburg Heaven" restau- ant.

* * *

N TRAFFIC-JAMMED Phila- elphia, Margaret Arlen, commen- ator for WCBS New York, asked he occupant of a taxi if she could ave a lift, and he obliged. Not until they had traveled three blocks did she recognize the kindly gentle- man who had come to her aid— James C. Petrillo, head of the Musicians Union.

* * *

CHARLIE HOBAN, publicist for WPTZ, the Philco television sta- tion in Philadelphia, found the Con- vention a profitable deal—at the expense of the P.R.O. staff of NBC. He taught them that he could roll a pair of dotted cubes as deftly as a WPTZ camera crew dollies an image orthicon.

* * *

IMMEDIATELY after the Ala- bama delegation walked out of Convention Hall at least half its members walked right back in again to make a broadcast for WAPI Birmingham and WAFM, WAPI's FM affiliate, as well as for four other stations which made up an Alabama convention net- work. The other stations: WMLS Sylacauga, WWWB Jasper, WJRD Tuscaloosa, and WJBY Gadsden.

* * *

ABC made its facilities and com- mentators available to its affiliates for special broadcasts. First day, five ABC affiliates used the net- work's facilities. Next day, KECA Los Angeles received a local angle, *Report to the People.* WNAO Raleigh used ABC facilities for a special on the governors of North and South Carolina. ABC Commen- tator George Hicks was used by WFMJ Youngstown for an inter- view with Sen. Joseph O'Mahoney. WILK Wilkes-Barre and WARM Scranton also used the networks facilities.

* * *

LES ARRIES, Du Mont special events director, had 'em guessing at the Democratic Convention. Three weeks earlier he had been a delegate to the GOP conclave from his native Maryland. This time he was a dispassionate opera- tions executive.

ANY DEMOCRATIC delegate or official who wanted to speak at Philadelphia's Convention Hall had to get clearance first from Harry Bridges, CBS technician. From his control panel post on speakers' platform Mr. Bridges rode level on the 55 microphone postions around hall and on the rostrum. On cue from presiding officer he "gave air" to each speaker by throwing open microphone nearest speak- er's position on floor. Mr. Bridges per- formed the same chores at the Repub- lican Convention.

Special Session

(Continued from page 26)

ership of stations by networks or manufacturers of radio equip- ment. House Commerce Committee. No action taken or expected.

Rep. William J. Miller (R- Conn.) had introduced a resolution to bring Commentator Walter Winchell before the House Com- merce Committee to identify the sources of his news. It was held highly doubtful that this measure would receive any attention.

Time Bills

It was believed to be an extreme- ly safe bet that two bills on uni- form time would continue to gather dust in the Senate Interstate Com- merce Committee. These are S- 2226, by Clyde M. Reed (R-Kan.) to establish uniform daylight time in the nation, and S-2041 by the late Sen. John H. Overton (D-La.).

A well-placed spark may touch off again investigations into al- legedly slanderous broadcasts about certain states over the State De- partment's "Voice of America" programs beamed to Latin Amer- ica. No additional hearings are slated, however, and reports have been rendered by committees of both chambers investigating the matter.

Probe Subcommittee

An inquiry is being conducted by a special subcommittee headed by Sen. White and comprising Sens. White, Charles W. Tobey (R-N. H.) and Ernest W. Mc- Farland (D-Ariz.). The study deals with both domestic and inter- national matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and program review activities. The inquiry is not expected to blossom forth into a full-scale investigation with public hearings, but is believed to be designed more as a guide for future legislation.

U. of COLORADO has been awarded first prize by American College Public Relations Assn. for its program "It Happened Here," which was aired for 43 weeks last year and carried by eight Colorado stations.

PHILCO television receiver mounted on a jeep operated by the Keystone Auto- mobile Club in Philadelphia is viewed by Joseph Fisher, Philco engineer. These television-equipped jeeps were placed in several locations in Philadelphia during Republican and Democratic Conventions, the Louis-Walcott fight and other recent events to bring the telecasts to addi- tional viewers.

Video Drama Rated High In Survey of Children

DRAMATIZED mysteries and his- torical adventures were shown to be the television preferences of chil- dren in a recent survey conducted by Junior Programs Inc. Over 300 children between nine and twelve years old in New York City and New Jersey were questioned, with the cooperation of principals and teachers in various schools.

Television shows had been seen by 85% of the youngsters and 93% of them said they would like to see their favorite books drama- tized. Following mysteries and ad- ventures were quizzes, animal stories and fairy tales in that order.

ANDREA RADIO CORP., New York, in television field since 1929, and set manufacturers for past 10 years, at recent press showing in New York ex- hibited its second line of video models since war. Sets are now being previewed for dealers and distributors.

No Holds Barred

"DO NOT FORGET at any time that the merciless and all encompassing eye [of TV] is on the Convention floor, the platform — and every- where." That was the ad- monition to all speakers and delegation chairmen from Ken Fry, Democratic radio director. But Ken forgot. On the platform Monday night, Anne Gillis, NBC news- woman, told Ken that the radio arrangements were superb. Ken planted a firm kiss on Anne's forehead.

RCA TUBES ...

RCA-5655
Image Orthicon

the standard of comparison in TV

• RCA television tube achievements make modern television practical. Look to this continued leadership to bring you the finest and most ad- vanced tubes that money can buy . . . like the RCA-5655 camera pickup tube for studio operation . . . or the RCA-8D21 twin power tetrode for television transmitters.

Whatever the application, there's an RCA television tube to meet your needs. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For further information on any RCA tube, write RCA, Commercial Engineering, Section HP36-1, Harri- son, New Jersey.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

Philadelphia Coverage

(*Continued from page 23*)

were commended by the entire Convention.

Kenneth D. Fry, radio and television director for the Democratic Convention, expressed the opinion that radio and television had exceeded the quality of their performance during the GOP gathering and, incidentally, in spite of the fact that he was unable to promise any network or station the privilege of making up the President of the United States for television, he did get praise from broadcasters for his efforts to help them in lining up important party members for broadcasts and for helping them in numerous other ways. He was aided by Wallace Gade and by Don Pryor, the latter a former CBS Washington man who joined his staff a week before.

Lauds Radio, TV

Mr. Fry said he believed radio and television did a smoother job for the Democrats for two reasons: First because the broadcasters had learned enormously from the previous Convention, and secondly, because the Democrats made energetic efforts to coach their people on the importance of microphone and TV camera decorum.

Along these lines, his office put out a statement to all speakers and chairmen of delegations warning them that the growth of radio coverage had tightened schedules and that television had a "merciless and complete eye." (See statement page 62). The statement further warned: "Do not forget at any time that the merciless and all-encompassing eye is on the Convention floor, the platform—and everywhere." The statement also said radio has done more to acquaint the people of the country with candidates and issues than any other means of news dissemination.

Given Much Aid

With this point of view, it was no accident that radio was accorded every aid the overworked Convention staff could give it. There seemed to be less background noises on microphones, including profanity, video cameras had a less obstructed view of the rostrum, which was kept clearer of personnel than during the GOP gathering. Speakers planned their speeches with radio and television in mind, with the outstanding example being the now famous "steak and baloney" speech of India Edwards, who held forth the objects as visual symbols of inflation, in what was hailed as the first political speech designed for television.

The networks each came with their separate strategies again. Largely unchanged was the NBC plan, which surrounded the Convention with a staff of 200. William F. Brooks, NBC vice president in charge of news, special events and international relations, laid down the goal of at least equalling the GOP stint of the network. The network also repeated the NBC-*Life* magazine video cooperative venture, interviewing virtually every major Democratic figure, using kinescope recordings, special films and live shows. NBC brought along its own makeup experts.

Carleton D. Smith, director of television operations of NBC, said, as the Convention proceeded, that the biggest problem confronting his operation was the lack of big news stories which made programming more difficult.

"We feel that this was overcome by the tremendous efforts of *Life* magazine in obtaining top-ranking Democratic leaders to issue important statements before the NBC television cameras," he said. "Another important factor in the coverage of this Convention was the Democrat's realization of the importance of TV, which they had learned from scouting the GOP Convention. Every major speaker demanded makeup."

CBS Staff

CBS brought its big staff back in full, too, but changed its strategy little. In television, however, it decided to use only three of its top newsmen, instead of most of its staff, on the theory that the television audience likes to make friends with the newscasters and can do so only if they are shown often enough to become readily identifiable. Thus, Ed Murrow, Quincey Howe and Doug Edwards carried the video ball for the network.

From technical standpoint, CBS was apparently satisfied with the operation. Henry Grossman, director of technical and building operations for the network, who was in charge of both the AM and TV setup, said, however, it would be desirable to have AM and video setups closer physically so interchange of technical personnel could be made quicker as one medium took on a heavier load than the other.

MBS, without TV to worry about, again used its team of correspondents but this time stressing the feature angle rather than the spot news angle because of the dearth of news breaks. Mutual got two commercial breaks during the Convention—the Beau Jack vs. Ike Williams fight, Ballantine's Beer, and the All-Star Baseball Game in St. Louis (Gillette Safety Razor). Both events captured good listening interest at dull times during the Convention.

MBS Arrangements

Technically, the MBS arrangements were in the hands of Cliff Harris, chief engineer of WIP, the MBS affiliate in Philadelphia. Mr. Harris reported that the MBS plan to use WIP's engineering staff had worked well. He also said that the line job done by AT&T was "superb under the circumstances." During the GOP Convention, particularly the first day, there was much criticism from some networks of AT&T.

ABC came to Philadelphia with substantially the same plan as during the GOP Convention. At the suggestion of Paul Mowrey, the network's national television director, a news editor was assigned to the video pool to keep the television pool announcers abreast of political developments outside Convention Hall. The idea was the result of ABC's study of the pooled telecasts of the GOP Convention. Mr. Mowrey also said, as the Convention started and the threat of a southern walkout loomed, that ABC had a plane waiting and some staffers alerted to fly down South to the scene of any other development, should that have proved necessary. Thomas Velotta, ABC vice president in charge of news and special events, said the timing of shows during the Democratic Convention was better than during the GOP rally.

With the networks carrying

(*Continued on page 72*)

6 a.m. Newscast Fan

REGULAR radio listener Harry Truman arrived at the White House shortly after 5:30 a.m. Thursday, after what Presidential Secretary Charles G. Ross termed "a rather arduous day." He went right to his radio to catch the 5:30 newscast but was a few minutes late. Though he had been through pre-nomination excitement and then had delivered a post-midnight acceptance speech at the Philadelphia Democratic Convention, he staved up for a 6 a.m. newscast. After it was over he retired for a three-hour sleep.

Staff Realignments Made By W6XAO Hollywood

STAFF of W6XAO Hollywood, television outlet of the Don Lee Broadcasting System, has been realigned with separation between technical and programming personnel. Harry R. Lubcke, technical director of television, heads one unit and E. Carlton Winckler, television program coordinator, is in charge of the production staff.

Staff personnel is as follows:

Technical: Harold W. Jury, Thornton W. Chew, Gilbert Wyland, William Klein, Frederick Mueller, Joseph Dean, Lloyd Roe, Charles Mesak, Bill Ames, Robert Fonarow, Hermas Smith, John Westbrooke Jr., Kenneth Kaylor, Robert Stone, Don Slater, John Maartense, Lawrence Rohrer, Lois Prober, Ransome Richter.

Programming staff includes: Donald Hine, Elbert Walker, Stuart Phelps, Marian Copeland, Roger Brassard, Marvin Dresser, Frank Martinelli Jr., Lola Sadlo, J. Grant Wilson, Jan Sadlo, Larry Chatterton, Ken Barton, Bill Symes.

The Swing is to WHB in Kansas City
10,000 WATTS IN KANSAS CITY
WHB
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

. . . 1948 . . .

New— —Original

SPECIAL FEATURE PROGRAM CAMPAIGNS

Producing more new accounts . . .
and station revenue . . .
Than Ever!

In hundreds of cities and towns . . .
IN OVER 20 STATES!

Inquiries invited anywhere!

GALLUCCI & ASSOCIATES

(Joe—Nick—Lou)

727 Meriden Rd.
Waterbury 63, Conn.
SINCE 1936
P. O. Box 1224
Denver, Colorado

STATION RATING

Present Methods Surveyed

By DR. F. L. WHAN

Chairman, Committee on Radio, U. of Wichita

RECENT DISCUSSION in trade journals and in commercial circles has centered about the question of the value of "coverage" versus "preference" ratings for radio stations. Should the advertiser depend on "coverage" maps in determining the size of a station's audience, or should he ask for "preference" figures?

So far, BMB has reported station coverage figures only, based on percentages of families in individual counties who listen "once a week or more" to a given station. BMB officials have repeatedly warned that these coverage maps (and the figures on which they are based) in no way indicate the size of audience—either for a given program or for an entire radio day.

In spite of these warnings, stations, networks and agencies continue to use BMB figures as if they represent like portions of listening audience. Competing stations and networks continue to argue over the relative merits of their BMB maps. Advertisements continue to print BMB coverage maps, together with numbers of listeners within these areas, as if there was some straight line correlation between the two.

Little could be further from the truth. Recent investigation shows that a "coverage rating" of 88% may mean no greater number of hours of listening than another rating of 11% in the same county.

For the past ten years in Iowa and eleven years in Kansas annual studies have been made which rate all stations serving the area in two ways: with "Heard Regularly" ratings, found to be similar to BMB ratings; and with "Listened to Most" ratings, showing family *preference* for an individual station. The relative meaning of these two ratings in terms of actual hours of listening proves:

1. "Coverage" ratings give no reliable indication of size of listening audience.
2. "Preference" ratings are reasonably parallel to the percent of total listening given to a station.
3. Both ratings are necessary if the true picture of a station's *potential* audience (in terms of area covered) and *actual* audience (in terms of hours of listening) are to be known.

1941 and 1947 Studies

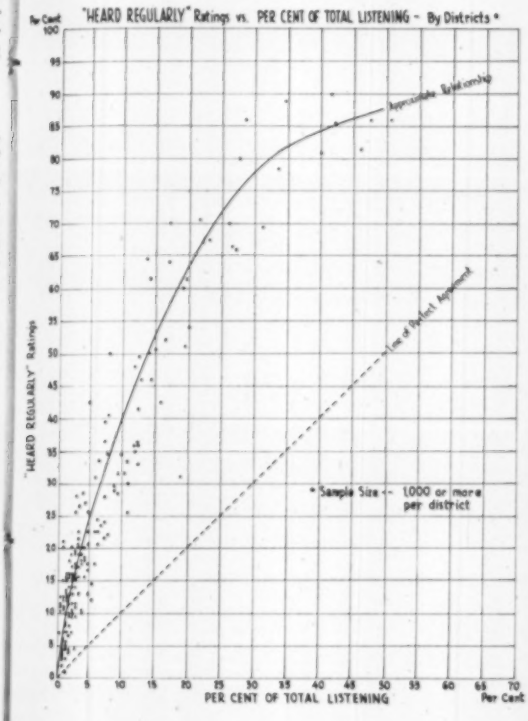
In 1941 and again in 1947 the listening history of approximately 16,000 listeners was recorded for a four-hour period immediately preceding a personal interview. Interviewing was scattered throughout the radio day so that several thousand listeners were checked for each quarter-hour of daytime listening. These listeners had named stations "heard regularly" and the station "listened to most." A comparison of the two ratings with their meaning in hours of listening has been printed in the annual studies.

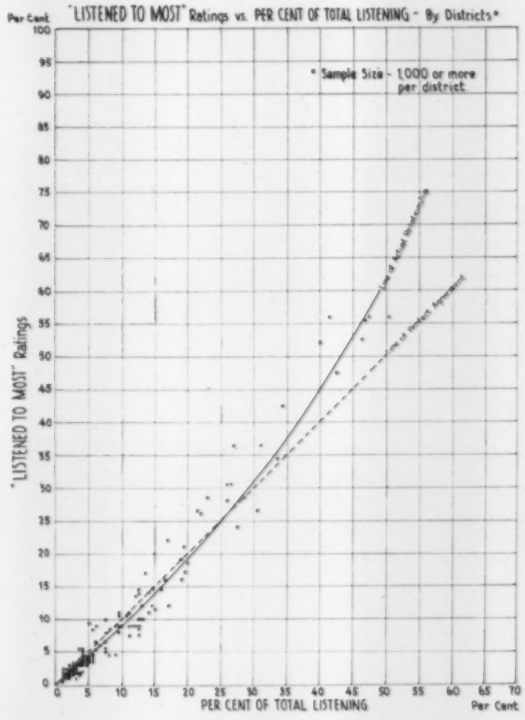
The four scattergrams shown further report these comparisons. They compare "coverage" and "preference" ratings of individual stations with percent of total listening given to those stations. The top two scattergrams make the comparisons on a basis of large districts or areas—where 1,000 or more interviews were obtained. The bottom two scattergrams make the comparison on a basis of each county studied in which 100 or more daytime interviews were obtained in either 1941 or 1947.

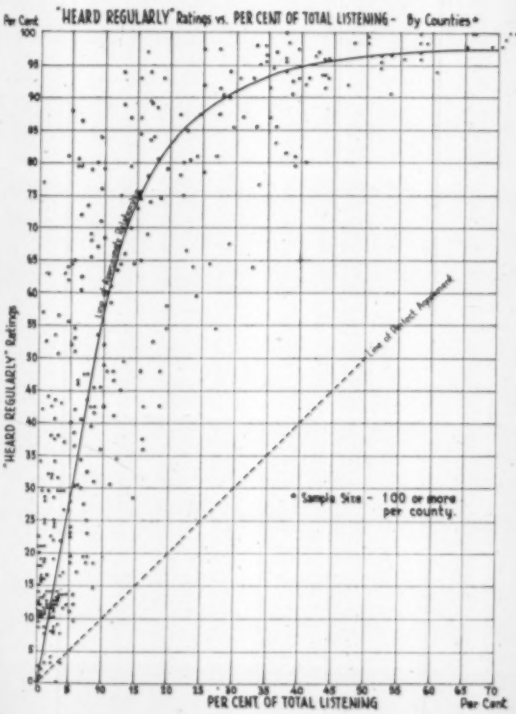
Although the bottom two charts reflect smaller samples, both sets of scattergrams prove the three conclusions stated above.

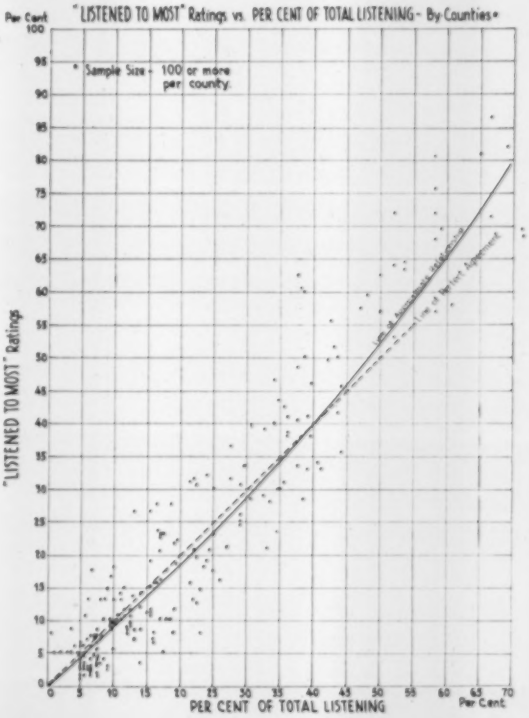
First, the "Heard Regularly" ratings (showing "coverage") in no way to indicate percent of total listening time spent tuned to a

(*Continued on page 72*)


"HEARD REGULARLY" Ratings vs. PER CENT OF TOTAL LISTENING - By Districts*
Per Cent
"HEARD REGULARLY" Ratings
Approximate Total coverage
Line of Perfect Agreement
* Sample Size - 1,000 or more per district
PER CENT OF TOTAL LISTENING
Per Cent


"LISTENED TO MOST" Ratings vs. PER CENT OF TOTAL LISTENING - By Districts*
Per Cent
"LISTENED TO MOST" Ratings
* Sample Size - 1,000 or more per district
Line of Actual Broadcasts
Line of Perfect Agreement
PER CENT OF TOTAL LISTENING
Per Cent


"HEARD REGULARLY" Ratings vs. PER CENT OF TOTAL LISTENING - By Counties*
Per Cent
"HEARD REGULARLY" Ratings
Line of Perfect Agreement
* Sample Size - 100 or more per county
PER CENT OF TOTAL LISTENING
Per Cent


"LISTENED TO MOST" Ratings vs. PER CENT OF TOTAL LISTENING - By Counties*
Per Cent
"LISTENED TO MOST" Ratings
* Sample Size - 100 or more per county
Line of Actual Broadcasts
Line of Perfect Agreement
PER CENT OF TOTAL LISTENING
Per Cent

ABC-TV WAS THERE—in full force—to assure coverage from Boston to Washington of the Democratic National Convention. Here, lined up in front of Convention Hall, preparatory to fanning out around Philadelphia are the mobile units of (l to r) WENR-TV Chicago, WFIL-TV Philadelphia, the large and small units of WJZ-TV New York, WMAL-TV Washington and an ABC station wagon carrying portable engineering and remote equipment.

Philadelphia Coverage

(Continued from page 70)

along the big picture, and affiliates and independents along for local angles, radio could feel collectively it had done a good job—measured in terms of eye-witnesses reporting features, scoops and entertainment. It gave the country an insight into how a convention works, from the dull moments when a speaker was talking to empty seats, to the dramatic tension-packed, climatic crowd scenes. The job radio and television did has left such an impact on political leaders that there can not fail to be much consideration given to what adjustments political conventions must further make in light of the fact they now are gigantic stages for radio and television shows. The roving camera and the roving reporter equipped with a walkie-talkie have turned the Convention Hall into a goldfish bowl through which peers all America. Talk that the media may have great influence in the future planning, programming and conduct of conventions was everywhere in Philadelphia—and the talk was not accompanied by criticism of radio or television. They had done a good job, but they had changed the face of an old institution considerably. Undoubtedly it would be a matter given considerable thought by both parties, each anxious to make the convention not only a vehicle for choosing nominees, but also initial steps in putting those nominees into office.

Station Ratings

(Continued from page 71)

station. The charts show the "line of approximate relationship" to have no correlation with the "line of perfect agreement," nor with any other straight line correlation. For example, the "By Counties" chart shows 5% of the total listening was given to stations with "Heard Regularly" ratings which ranged from 11 to 88%. Fifteen per cent of the listening was done to stations with "Heard Regularly" ratings that ranged from 26 to 93%.

Further, even stations with very high "Heard Regularly" ratings in individual counties could not point to the rating with knowledge that it represented a large audience. Stations receiving 90% or more on a "Heard Regularly" basis varied from 13 to 81 in per cent of total listening. Those with "Heard Regularly" ratings of 80 to 90% ranged all the way from 5 to 40% in amount of actual listening.

Lack of Correlation

To a lesser degree the same lack of correlation is shown in the large-district chart, where some dots represent 8,000 or more interviews. In short, regardless of size of sample, a given "coverage" rating (based on percentages of people who occasionally listen to a station) does not represent any propable per cent of total audience.

On the other hand, both the "By County" and "By District" charts show reasonably close parallelism between the "Listened to Most" (family preference) ratings, and the per cent of total listening hours spent with a station. In each case the "curve of approximate relationship" is reasonably close to the straight "line of perfect agreement." Although relatively small samples in the county chart brought wider scatter on either side of this line than in the case of larger sampling, both charts show a distinct parallelism between the "preference" rating and the per cent of total listening figures.

The charts indicate two things to the advertiser. First, he should beware of interpreting "coverage" ratings of any type as indicative of audience size. Coverage of a given county in terms of per cent who hear a station regularly does not give a true picture of the number of people likely to hear a program.

Second, the advertiser should ask agencies showing station coverage for a second rating based on listeners' "station preference."

Although constant testing has convinced this University (Wichita) that the "Listened to Most" question gives relatively good indications of per cent of time spent with a station, we do not urge that particular question on other researchers. It may well be that further research will uncover another "preference" question which will produce figures as close or closer to "per cent of total listening" figures. We do conclude, however, that both "coverage" and "preference" figures are necessary if the relative position of stations in a market is to be understood.

RCA Holds Video Meet in Atlanta

MORE than 400 radio and television dealers in the Atlanta video area attended a meeting given by RCA Thursday night at the Ansley Hotel.

WSB-TV Atlanta, presented a program produced by John M. Outler Jr., general manager. The show was one of many that have been in rehearsal for several months in anticipation of WSB-TV taking the air this fall. Test pattern transmission is scheduled for late August.

At the head table were J. B. Elliott, vice president in charge of instrument manufacture for RCA; Dan Halpin, RCA television sales manager; Earl Yancey, president of the Yancey Company of Atlanta, and J. Leonard Reinsch, managing director of the Cox radio and television enterprises.

TO AID Canadian stations in problems of price mention, which will be allowed for first time on Canadian air on Sept. 1, CHAB Moose Jaw, has circularized 1600 U. S. stations to obtain candid comments on experience with price mention. Compilation of data from survey is to be passed on to other Canadian stations through Canadian Assn. of Broadcasters.

Expensive Will

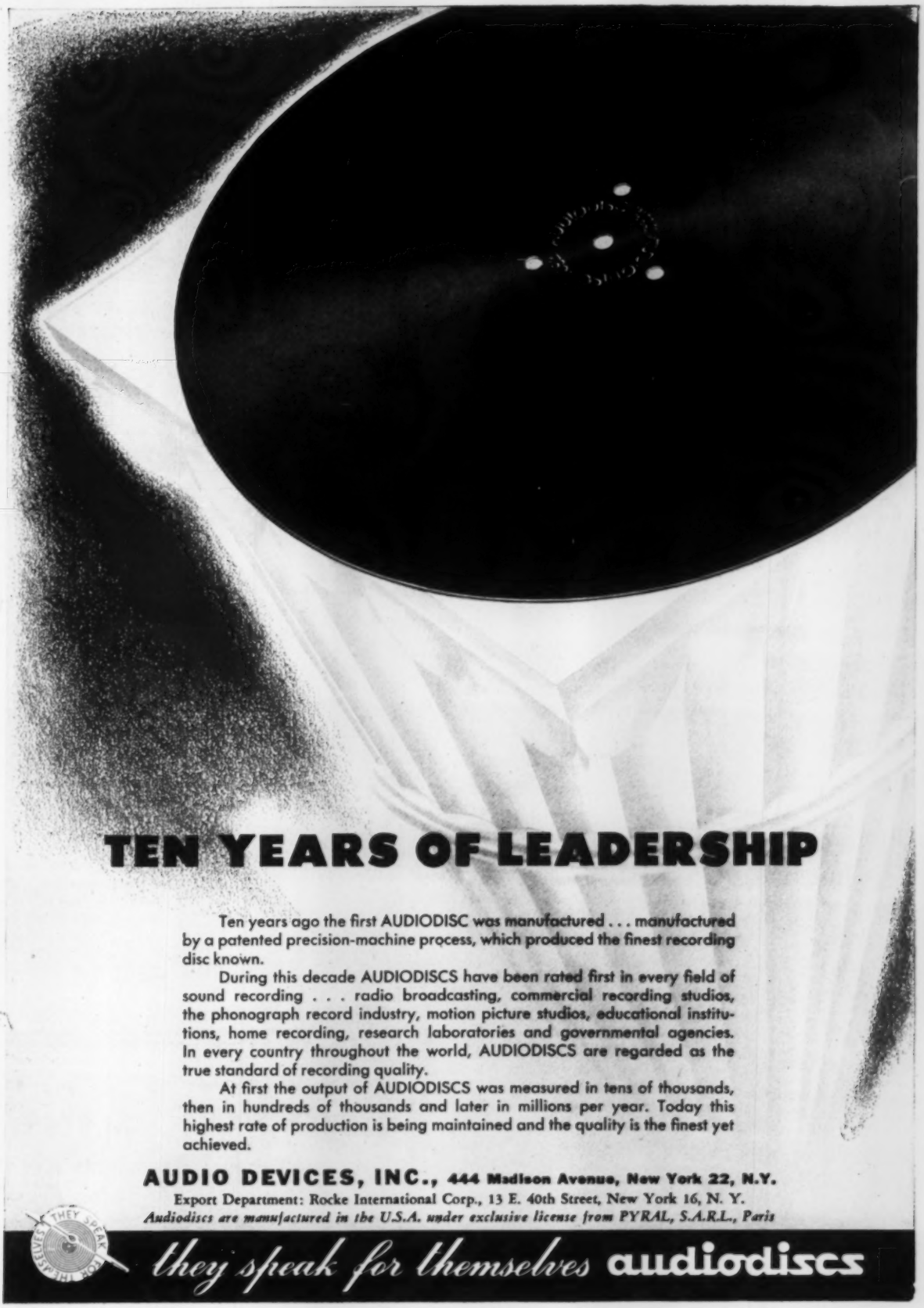
THE WILL to furnish outstanding public service overshadowed all other considerations, including sound economics, for Warner Brothers' KFWB Los Angeles, which had staff members and equipment on the opposite coast to cover the Democratic National Convention in Philadelphia. Hundreds of dollars were added to the $265 an hour line charges the ambitious independent suffered during the Republican Convention a few weeks earlier. Clete Roberts, the "pooled voice" of the first Bikini atom bomb test, and George Lewin, staff commentator, did a masterful job of filling the program agenda and adding many hours of straight commentary.

Chesterfield Plans

FALL LINE-UP of vocalists on "Chesterfield Supper Club," which returns to air about Sept. 27, five times weekly, 7-7:15 p.m. on NBC, will feature newcomer to show Peggy Lee, on Thurs. Jo Stafford, heard on Tues. and Thurs. last season, will be heard only on Tues. while Perry Como will continue to be singing star on Mon., Wed. and Fri. period. Show is sponsored by Chesterfield Cigarettes through Newell-Emmett Co., New York.

WESTINGHOUSE-KYW Philadelphia has been cited by Allied Jewish Appeal's 1948 Fund Drive for making available its facilities. For past two months, station has been airing special five-minute news report during weekly AJA luncheons and other AJA promotion. Citation was plaque given to Robert E. White, station general manager.

YOUTHFUL Rural Radio Network, a seven-station FM set-up with headquarters in Ithaca, N. Y., gave its listeners "big time" coverage of both major party Conventions in Philadelphia. William T. Larkin (l), of Mount Morris, N. Y., a Democratic Convention delegate and editor of a weekly newspaper, is being interviewed in his Philadelphia hotel room with wire recorder by Whitney Tharin (r), of Agricultural News Service's Washington, D. C., bureau. Mr. Tharin did two shows a day for Rural Radio Network during the Democratic Convention, interspersing interviews with commentary.


TEN YEARS OF LEADERSHIP
Ten years ago the first AUDIODISC was manufactured . . . manufactured by a patented precision-machine process, which produced the finest recording disc known.
During this decade AUDIODISCS have been rated first in every field of sound recording . . . radio broadcasting, commercial recording studios, the phonograph record industry, motion picture studios, educational institutions, home recording, research laboratories and governmental agencies. In every country throughout the world, AUDIODISCS are regarded as the true standard of recording quality.
At first the output of AUDIODISCS was measured in tens of thousands, then in hundreds of thousands and later in millions per year. Today this highest rate of production is being maintained and the quality is the finest yet achieved.
AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.
Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N. Y.
Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris
they speak for themselves
audiodiscs

WMGW
Meadville, Pa.

Dear Advertiser:

As per your request: It gives me great pleasure to republish our confirmed data on the rich Crawford County (Pennsylvania) market.

Regards,
Vic Diehm

1. Local business in Meadville kept pace with a general 12% increase of all leading business areas of the state.
2. 12% increase in factory payrolls.
3. Factory sales values jumped to more than $52,000,000, for a 17% advance.
4. Employment up 27% over 1946 and general payrolls gained 45%.
5. Retail sales show a $2,000,000 gain over 1946.
6. Housing construction is 45 to 50% higher than the previous year.
7. Industrial power sales 10% higher than 1946.

WMGW
Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.

Baltimore's
Listening
Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

Production

CHARLES KELLY, staff producer at WNBW (TV) Washington, has been appointed program manager, succeeding JOHN GAUNT, who is transferring to production staff of NBC TV in Hollywood. Mr. Kelly joined WNBW prior to station's opening last June, after serving as assistant to manager of WTTG, DuMont TV outitet in Washington.

HOWARD MASCHMEIER, recently program manager for Tobacco Network and Dixie FM Network, has joined Patroon Broadcasting Co., Albany, N. Y., as program manager. He will be in charge of programming for WPTR Albany, WBCA Schenectady and proposed TV station in Albany, WPTR-TV.

Mr. Maschmeier

DICK RIDER, former professor of speech and drama at U. of Missouri, has joined WBKB (TV) Chicago, as a staff director. He formerly helped produce educational films for Louis de Rochemont Assn.

BOB CARLIN SCHREFFLER, known professionally as Bob Carlin, has joined WLOK Lima, Ohio, as morning disc jockey. He formerly was announcer and newscaster with WING Dayton, WATG Ashland, and WHKC and WCOL Columbus, Ohio.

DWIGHT PINKERTON has joined KJR Seattle, as staff writer.

KIT ADLER has joined WNDR Syracuse, as continuity director.

ALAN SAUNDERS, chief announcer, of WBMS Boston, has resigned to join WVNJ Newark, N. J., which is expected to go on air Sept. 1. He also has been associated with WNLC New London, Conn., and State Dept.'s "Voice of America."

BILL WELLS has joined KLIF Dallas, and Liberty Broadcasting System, as m.c. of record show. Show will soon be available on the Liberty Network as co-op with local sponsorship.

JACK FULTON, associated with WBBM Chicago music department for six years, resigns to become director of Balaban and Katz Chicago Theatre Orchestra. Mr. Fulton, once a featured singer, has composed several hit tunes.

JAMES H. LOVE, for the past year West Coast production supervisor of U. S. State Dept. International Motion Picture Div., has joined KFI-TV Los Angeles, as film editor.

JACK WORMSER, freelance writer-producer, joins KECA Hollywood, as summer replacement for vacationing writer-producers. GIL FAUST, previously announced for post, has accepted permanent position in New York.

ALEXANDER LEFTWICH Jr., veteran radio, stage, screen and television director, has been named a CBS television producer-director, effective July 19. Mr. Leftwich has been with ABC as producer-director, with Associated Press as radio director of its air features and with 20th Century-Fox and Warner Brothers.

BOB MEISTER, formerly with WMAM Marinette, and WTAQ Green Bay, Wis., has joined announcing staff of WFHR Wisconsin Rapids.

HOWARD MALCOLM, formerly with WBBM Chicago and WBNS Columbus, has joined WCOP Boston, as morning disc m.c. He previously did a show on WSAI Cincinnati.

ED DINSMORE, former disc jockey at WCOP Boston, has joined WBEN Buffalo, handling "Luncheon Club," afternoon record show, five times weekly.

MILTON SLATER has been named production manager of WCAX Burlington, Vt.

JOHN HANLY, formerly with continuity department of WOL Washington, has joined announcing staff of WLBR Lebanon, Pa. EDWARD PENNINGTON, copy writer of WLBR, has taken leave of absence to attend U. of Minnesota for degree in English.

MEL STANDAGE, former chief announcer of KLO Ogden, Utah, has been named program director of KVNU Logan, Utah.

RUTH CRANE, director of women's activities for WMAL and WMAL-TV Washington has been elected corresponding secretary for American Newspaper Women's Club.

ANNETTE WUBBOLDING, formerly with Claude Aniol Adv., San Antonio, has joined WOAI that city, as continuity writer.

FRANK REAGAN, announcer of WLAD Danbury, Conn., and Doris Chagnot have announced their engagement.

EDWARD RITTON, former program director of Dartmouth College station, has joined announcing staff of WLAD Danbury, Conn.

GENE REYNOLDS, WBAP Fort Worth announcer, is the father of a boy.

FLORENCE McCANNLESS PRITCHETT, for several years a member of radio and writing fields, and Earl E. T. Smith, New York broker, were married July 12. Bride for a year conducted 30-minute women's program, five days a week, on WOR New York, titled "Barbara Welles."

ARTHUR (Art) VOGEL member of Drake U. football team from 1943 through 1946, has joined KRNT Des Moines, as staff announcer and color man of play-by-play sports broadcasting team with AL COUPPEE. He studied radio and did public address system announcing at basketball games while attending Drake.

Mr. Vogel

MAX JONES has been named program director of WFMU Crawfordsville, Ind., to succeed MARIANNE EBENHOLTZ.

ARTHUR T. JOHNSTON, script editor and director of research of "Housewives Protective League" show, owned by CBS, is in Hollywood where he will work from KNX.

MAC McGUIRE, veteran cowboy entertainer and m.c. of "Start the Day Right" show over WIP Philadelphia, and Lee Grazer have announced their marriage.

IRA COOK, KFAC Los Angeles disc m.c., is the father of a boy, Terry Leigh.

BARBARA CAPELL, KFAC Los Angeles music librarian, and Lee Jacobsen were married July 11.

Video Will Increase Jobs, Thomas Tells Sales Club

STRESSING the need of television advertising to maintain the level of high production, Eugene S. Thomas, sales manager of WOR New York, told a group of New York sales executives last week that the video industry will provide about 600,000 new jobs "by about the end of next year."

Speaking July 13 to the Professional Sales Club of New York, Mr. Thomas reported on television sales techniques and cited examples used by advertisers. If television can increase public demand for goods by only 1%, he said, about 600,000 jobs will be available. He based his figures on the approximate 60,000,000 persons now employed in industry.

Wall to Be Honored

THE BRITISH government July 23 will decorate Col. Charles A. Wall, vice president in charge of finance and treasurer of Broadcast Music Inc., for wartime services. Previous military decorations include those of the United States, France, Belgium and Luxembourg. Col. Wall was an NBC executive before joining BMI last year.

On All Accounts

(Continued from page 10)

chief in Hollywood, will oversee all of the agency's West Coast activity on several new network programs expected to start in the fall.

Mr. Steele married the former Marjorie Blair Dalberg, daughter of the late Melvin H. Dalberg, one-time trial examiner with the FCC. Mrs. Steele is an accomplished actress and appeared in "The Man Who Came To Dinner" with Alexander Woollcott.

Ted Steele has never lost his interest in music. He still will gladly sit out a dance to "sit in" a session with any band that has an empty chair. And it needn't be swivel.

He also purchases theatres—toy theatres, that is. He owns a large collection of early 19th century English minature playhouses.

NBC AFFILIATE
Announcing the Appointment of
GEORGE P. HOLLINGBERY CO.
as National Representatives
WINR
Binghamton • Johnson City • Endicott
THE 73rd NBC MARKET

DIRECTION to be taken by WGN-TV Chicago is seen here in picture of its newsreel staff, reported to be one of largest in the country. Standing (l to r) Leonard D. Bartholomew, cameraman; Ernie Lukas, film editor and cutter; Felix Kubik, cameraman; Jim Hayden, newsreel assistant; Charles Braun, film developer; Charles Geckler, cameraman. Seated (l to r) Spencer Allen, chief of newsreel operation, and Fred Giese, cameraman and assignment chief.

ARMY PLAN

Special Public Information Training Slated

GROUNDWORK of new Army plan to improve its public information personnel is now being laid by Major Gen. Floyd L. Parks, chief of Army's Public Information Division. Plan calls for on-the-job training with newspapers, radio and television stations of specially recruited group of enlisted men.

Gen. Parks is reported to have sent out letters to more than 100 editors, publishers, station managers and program directors requesting their cooperation. In these letters he explained that the move was designed "to improve the public information service of the Army, offer an enticing enlisted program to especially qualified men, and put an important portion of the training of these new soldiers in the hands of professionals."

About 16 men will be selected from each of the six Army areas, between the ages of 18 and 25, with high school education or better, and reported to have a public information potential by teachers under whom they have received instruction. This recruiting will start early in September, seeking an initial quota of 100 men to make the test.

After being recruited, the men will have the normal basic training of a ground soldier. They will then be sent to the Armed Forces Information School at Carlisle Barracks, Pa., for six weeks preparation. From that point, the training with newspapers, radio and television stations begins. The men will go, in civilian clothes, to become part of the staffs of these establishments for 90 days.

This on-the-job training is at Army expense, at no cost to the cooperating institution, and the entire direction of the soldier is in the hands of the management of the business to which he is assigned.

The cooperating agency will prepare a report on the soldier and his work.

First recruits are not scheduled to arrive at basic training until Oct. 1, and it is estimated by the Army that they will go to on-the-job training early in 1948.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

News

ROBERT L. BENDICK, director of television news operations for CBS, last week was appointed assistant director of news, special events and sports for the video network, effective immediately. He will serve as an assistant to EDMUND CHESTER, who was named director last month.

RALPH WIDMAN, former program director of KWBC and announcer of KFJZ, both Fort Worth, Tex., has been appointed sports director of WFAA Dallas. He will conduct "Sports Review" show Mon.-Wed.-Fri. and Sat.

Mr. Widman

DAN MULVEY, well-known Connecticut sports authority, has joined WAVZ New Haven, as director of sports.

PAUL SOMMERKAMP, sports editor at WCKY Cincinnati, is the father of a girl, born July 6.

WILLIAM WHITEHOUSE, ABC newswriter, has been named a news editor, replacing ROBERT W. BROWN, who resigned July 1. PAUL GLYNN, former CBS newswriter, has joined ABC news staff.

STUART LELAND, newscaster of WLAD Danbury, Conn., has been appointed head of news department.

BOB MESKILL, formerly with WBBQ Augusta, Ga., has joined WJBC Bloomington, Ill., as sports director.

BOB BASSINDALE, former announcer at WLBC Muncie, Ind., has joined news rewrite saff of WBAP Fort Worth, Tex. He will do some newscasting in addition to writing. Also, Mr. Bassindale and Jeanne Connell have announced their marriage.

Mr. Bassindale

DAVID G. ROWE, news and sports director of KSEI and KSEI-FM Pocatello, Idaho, is the father of a boy, Stephen Wallace.

RAY REEVE, sports director of WRAL Raleigh, N. C., has been elected secretary - treasurer of Carolina Baseball League Sportswriters Assn. He is first radio man to be elected to office in the association, which is comprised almost entirely of newspaper sports writers.

SAM BALTER, KLAC Hollywood sports director, and the station were given Helms Athletic Foundation Award by Helms Bakeries, Los Angeles, for "outstanding coverage and broadcasts of sports events."

ROBERT SWEIGART has joined news staff of WLBR Lebanon, Pa.

CHUCK SARJEANT, newsroom day editor of WCCO Minneapolis-St. Paul, has been named chairman of Minneapolis Jaycees Publications Committee.

EDD LEMONS, farm director of WKY Oklahoma City, has received bronze plaque from Oklahoma Future Farmers of America in appreciation of his outstanding services.

BEATRICE ANN SCHUBERT, radio news writer of WTMJ WTMJ-FM and WTMJ-TV Milwaukee, has received second place honor in radio newscast classification of annual contest conducted by National Federation of Press Women.

GEORGE FABER, WBBM Chicago news writer, is the father of a girl, born on July 9.

WSB ATLANTA has been awarded a citation of honorable mention by National Board of Underwriters for "outstanding public service in fire prevention, and for its original dramatic programs emphasizing the need for greater fire safety in the home, as well as throughout the community."

IN ATLANTA IT'S WCON

THE ATLANTA CONSTITUTION STATION

NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY

679,973,000

Retail sales to families in WCON's coverage area were six hundred seventy-nine million, nine hundred and seventy-three thousand dollars in 1947.

WCON is the medium to help get your share. Write or wire Headley-Reed Company for availabilities.

WCON

5000 WATTS • 550 KC

ASK YOUR PETRY MAN

About Availabilities in the

YANKEE NETWORK

News Service Editions at

8 A.M. ★ 1 P.M.

6 P.M. ★ 11 P.M.

THE YANKEE NETWORK, INC.

Member Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO. INC.

Collins 37M series FM ring antennas

The Collins 37M Series Ring Antennas consist of only three basic parts: (1) radiating rings, (2) connecting inter-ring transmission line, and (3) supporting structure. They are available in two styles, the top mounting as pictured or the versatile side mounting design. Any number of rings, odd or even, from one to eight, may be employed, providing maximum flexibility in supplying required power gains.

The 37M Series features mechanical and electrical simplicity and stability, quick and easy installation whether on new or existing towers, light weight, low windloading, wide tuning range, and high efficiency. Competitively priced, it also gives you the advantage of maximum economy in erection and maintenance. Write us for a fully informative folder.

Collins Radio Company
Cedar Rapids, Iowa
11 West 42nd Street
New York 18, N. Y.
458 South Spring Street
Los Angeles 13, Calif.

COLLINS

Allied Arts

HAROLD JOVIEN, for the past year in Hollywood band department of General Artists Corp., has been elevated to head of West Coast radio and television department. He succeeds **JOHN MULVIHILL**, shifted to New York. Mr. Jovien had been in radio ten years prior to joining GAC.

INTERNATIONAL NEWS SERVICE has placed Telenews, 20-minute weekly newsreel in Baltimore, via WMAR-TV, making city tenth major market carrying Telenews weekly. Telenews-INS weekly is sponsored by local Chevrolet dealers in Baltimore.

GERARD PICK TELEVISION & RADIO Productions, New York, has announced availability of new video package, "Debbie Dean," based on Bert Whitman's comic cartoon. Series is available in 30-minute episodes and 15-minute instalments, and also for radio.

DEL GAY, experimental photographer, has joined staff of Television Adv. Productions, Chicago, as director of photography. He previously was with Burton Holmes Educational Films and Bell and Howell Camera Mfg. Co., both Chicago.

J. ARTHUR WEST, former New England sales representative for Harry Goodman Productions has been appointed general manager of Television Cartoons Inc., New York, producer of animated cartoons for television advertising.

RADIO PROVIDENCE PRODUCTIONS, Providence, R. I., has announced availability of new series of "Doctor's Orders," its transcribed program package. NBC Radio-Recording Div. is producing series.

SHERMAN H. DRYER PRODUCTIONS Inc., New York, has signed current Broadway star, **ETHEL MERMAN**, to appear in radio and television series now being prepared. For radio, comedy series is planned, and Miss Merman will appear as singing star in the video programs.

JERRY FAIRBANKS Productions, Hollywood, has announced start of children's television film series titled "Going Places with Uncle George." Film is based upon visits by Uncle George to circuses, zoos and other places of interest to children. **DICK ELLIOTT** has been signed for title role.

Equipment

BENDIX RADIO Co., Baltimore, Md., has introduced new 1949 radio and television line consisting of 15 new models, including "Front Row" TV receiver. "Front Row" is 53-square-inch, direct view receiver, offered in three models and priced at $329.95, $339.95 and $599.50.

GAMBLE-SKOGMO Inc., Minneapolis, (auto, hardware radio supplies) has declared dividend of 20 cents per share on outstanding common stock, payable July 30 to stockholders of record July 14. First regular quarterly dividend on outstanding 5% cumulative preferred stock will be payable on same date.

MELVIN SPRINKLE, of Altec Lansing Corp., New York, is the father of a girl, Janet Elaine.

Kermit-Raymond Series

AVAILABILITY of three new transcribed programs was announced last week by Ray Green, general manager, Kermit-Raymond Radio Productions. One, titled *It's A Great Show*, is a quarter-hour five times per week interview-variety show starring comedian Jackie Gleason. Another features Fred Robbins, New York disc jockey and network m. c., and is titled *Robbin's Nest*. It is a one-hour six-weekly show. The third is a five-minute six-weekly comedy show, *Anything for Laughs*, on which m. c. Frank Gallop features guest comedians.

TEXAS HEARING

1010 and 1030 Kc Involved

FCC last week called for a consolidated hearing on four Texas AM applications, three of which would have to go back into the pending file—and possibly face another hearing—even if they "won."

The case involves applications for 1010 and 1030 kc. The latter is a U.S. clear-channel for which, until the clear-channel proceeding has been decided, applications are not being considered unless they're mutually exclusive with other applications.

That's the situation in the Texas case, where the 1030-kc bids were lumped with those for 1010 kc with the understanding that either of the 1030 kc applications, if found preferable, will be put into the Commission's pending files to await the outcome of the clear-channel case. If 1030 kc is broken down for additional assignments, the "winning" application would then be considered "with other 1030 kc applications and with any other pending applications with which it might then be in conflict."

Because one of the 1010 kc applications is contingent upon a grant of one of those for 1030 kc, it, too, if preferred over the others, would go into the pending file to await final action on the contingent application. The 1010 kc channel is a Canadian-Cuban clear and not affected by the clear-channel proceeding.

Applicants Involved

The applications are as follows:

Falls County Public Service—For new station at Marlin on 1010 kc with 250 w, daytime only.

KWBU Corpus Christi—To move to Houston and operate on 1030 kc with 50 kw day and 10 kw directionalized at night. KWBU is currently assigned 1010 kc with 50 kw, limited to sunset at KLRA Little Rock, but is operating under special service authorization on 1030 kc with 50 kw from sunrise at WBZ Boston to local sunset. (This special authorization meanwhile was extended for one year from June 15.)

Carr P. Collins Jr.—For new 10 kw daytime station on 1010 kc which KWBU proposes to vacate. Mr. Collins is vice president of KWBU.

KTHT Houston—Assigned 1230 kc with 250 w, KTHT has a grant for 790 kc with 5 kw and is now seeking a modification to specify 1030 kc with 50 kw fulltime, directionalized at night.

KOB Albuquerque, which is assigned 1030 kc with 50 kw but is operating on 770 kc under a special temporary authorization, was made a party to the proceeding.

In a similar action FCC meanwhile called for a hearing on the application of Charles H. Young for a new 1 kw daytime station on 1050 kc at Anderson, S. C., and of Anderson Broadcasting Co. for a 1 kw daytime station on 1070 kc, a U.S.-Canadian 1-B Channel. If Anderson Broadcasting's application is preferred, it will go into the pending files to await the outcome of the daytime-skywave hearing, which is tied up with the clear-channel hearing. If the Young application is preferred an outright grant could be made since 1050 kc, a Mexican 1-A frequency, is not affected by the clear-channel policy.

Falls County Public Service, one of the Texas 1010 kc applicants, is owned in equal shares by W. L. Pennington and M. S. Hagley, civil engineers, of Marlin. Mr. Young, Anderson applicant, is a physician, while Anderson Broadcasting is owned by five local business and professional men headed by Samuel R. Moorhead, retail druggist.

AMERICAN PROGRAMS HOLD CANADIAN LEAD

WITH ONLY two Canadian originated programs in list of first ten evening programs in Canada during June, American network programs continue to hold a lead with Canadian listeners. The June national rating report of Elliott-Haynes Ltd., Toronto, covering survey in 15 Canadian cities, shows ten most popular programs to be *Radio Theatre* with rating of 30.9, Charlie McCarthy 26.9, *Fibber McGee & Molly* 26.1, Fred Allen 24.1, *Album of Familiar Music* 18.6, *Music Hall* 18.3, Bing Crosby 17.3, *Twenty Questions* 17, *Share the Wealth* (Canadian program) 16.3 and *Wayne & Shuster* (Canadian program) 15.7.

Daytime June Canadian listening was led by *Big Sister* 17.4, *Ma Perkins* 15.6, *Pepper Young's Family* 14.9, *Road of Life* 14.9 and *Laura Limited* (Canadian program) 14.4.

French-language June ratings on evening programs, all of which originate in Canada, were led by *Un Homme et Son Peche* 36.2, *Radio Carabins* 30.2, *Metropole* 26.9, *Ceux qu'on Aime* 25.6 and *Qui Suis-je?* 22.6. French daytime program leaders were *Jeunesse Doree* 27.9, *Rue Principale*, 27.2, *Le Quarte d'Heure Detente* 20.9, *Quelles Nouvelles* 20.4 and *Grande Soeur* 19.8.

New KGW Studios

OPEN HOUSE was slated for Saturday night (July 17) by KGW Portland, Ore. to celebrate the move into studios in the new *Oregonian* building at 1320 S. W. Broadway.

5000 WATTS DAY AND NIGHT
WRGA
WRGA-FM
Covers
Northwest Georgia and Northeast Alabama
HAPPY QUARLES GENERAL MANAGER
MUTUAL BROADCASTING SYSTEM
Represented by
THE WALKER COMPANY
ROME, GEORGIA

The new Collins 737A
5 kw FM transmitter

The most economical way...

to radiate 20 to 40 kilowatts

Those who hold FM grants for 20 to 40 kw radiated power have found themselves confronted with something of a problem.

Neither a 3 kw transmitter and very high gain antenna, nor a 10 kw transmitter and low gain antenna, is the ideal combination. The first is risky because of transmission line loss, and the second calls for an unduly expensive transmitter.

A better and far more economical balance is found in the combination of the new Collins 737A 5 kw FM transmitter and a Collins four to eight bay 37M FM ring antenna. This transmitter delivers plenty of power to overcome transmission losses to the antenna, and the savings in costs in obtaining 20 to 40 kilowatts of radiated power are very substantial.

The 737A costs much less than a 10 kw transmitter to buy, ship and install. It requires only about 23 square feet of floor space with all doors open; its external plate transformer approximately 6 square feet. The power demand is only 11.5 kw, 90% power factor at maximum rated transmitter output. The 737A's complement of 29 tubes includes but 10 tube types, minimizing the number of maintenance spares.

You also save in antenna cost. A large transmission line is not required; standard 1⅝" line will handle the load. Thus windloading is reduced and, especially with the Collins 37M series top or side mounting FM ring antennas, lighter structures may be used.

Economy is an increasingly important factor in the successful conduct of a broadcasting business. Whatever power you intend to put on the air, call us in for consultation. The Collins line of FM transmitters ranges from 250 to 50,000 watts, *and includes the only 5 kw transmitter on the market!*

FOR THE BEST IN FM, IT'S...

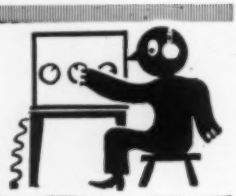
COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.

Technical



DAVID J. MILLER Jr., for two years chief engineer of WFIL-TV Philadelphia, has been appointed television operations supervisor of ABC. Mr. Miller wil report to **GEORGE O. MILNE**, ABC director of technical operations.

JIM LYONS has joined technical staff of WLAD Danbury, Conn., to succeed **FRANK KASPER. KENNETH GLAZER** has joined as technician.

E. D. SCANDRETT, formerly of KXIC Iowa City, has been appointed chief engineer of WGIL Galesburg.

PAUL E. LEAKE, former West Coast consulting engineer, has joined KXOA Sacramento and KXOB Stockton, Calif., as technical director.

RCA TUBE Dept., Camden, N. J., has announced new television picture magnifier, Model 203P2. This oil - filled plastic lens, which enlarges images received on seven- or ten-inch picture tube, is now being manufactured on mass-production basis. Suggested list price is $36.95.

HARL HOCKEBORN, formerly with WOLF and WFBL Syracuse, has joined engineering staff of WSB Atlanta, as control room operator.

DELMONT OLESEN, former civilian instructor in Navy Radio School, Utah State Agricultural College, has been appointed chief engineer of KVNU Logan, Utah.

JAMES G. WINDSOR, formerly with RCA and WVCH Chester, Pa., has joined engineering department of WCAU Philadelphia, as vacation relief technician.

JOHN J. IKNER, assistant chief engineer of WGTM Wilson, N. C., and Evelyn Bullock have announced their marriage.

RADIO AD CHECK

Results Measured By Allied

SIMPLE system of checking results obtained by department stores from use of radio advertising has been devised by Allied Stores Corp., nation-wide chain operating a large number of important outlets, according to Walter L. Dennis, Allied radio and television director.

The plan is explained in a bulletin published by the NAB Dept. of Broadcast Advertising. A seven-point formula is given by Mr. Dennis, along with a chart used by Allied stores in checking the results they get from the medium. Joskes of Texas, Allied's San Antonio store, pioneered the modern beamed-audience technique for retailers.

The seven-point plan involves these processes:

(1) We shall use radio to sell goods.

(2) We shall use the repetitive technique in selling and the beamed technique in programming to a specific audience.

(3) We shall measure sales results either transaction-wise, dollar-wise or both, whichever most suits our requirements.

(4) We shall be reasonably generous in our comparison of sales with advertising expense (the general "break even" point is figured at about 10% for radio).

(5) We shall not be influenced so much by the given results as we shall by trends over a substantial period of time.

(6) We shall be fair and impartial in our appraisal of any medium of advertising as against any other.

(7) We shall use the same care in merchandising for radio as we use for any other medium.

"These steps are not too much to ask," according to Mr. Dennis. "They are necessary points and should be given primary consideration in any attempt to evaluate radio as a selling medium.

"You take care of your end of the deal and radio will hold up its end."

The Allied chart lists stations, with program used on each station, days and hours, along with number of specific radio-advertised items sold during the week. Comments covering weather, merchandise and reaction of salesmen and customers are inserted in space provided for that purpose.

Taking the premise that "evaluation of results from radio advertising is in direct ratio to how you use your radio advertising," Mr. Dennis says,

Proper Use of Medium Urged

"If you are of the hit-or-miss school, your results, if any, will be hit-or-miss at best. You must use the medium properly to stand any kind of a chance to find out what is happening.

"All measureable success in radio advertising of a consistent and long-term nature is based on consistency and repetition in the use of radio. This is how national advertisers use it." He explains that smaller advertisers and individual stores aren't basically different.

Mr. Dennis suggests that in scheduling advertising, stores "must select a brand of goods or even a single item or at most a department and stay with them on the air for periods of a week, two weeks, a month or even longer depending on how much coverage you can give the individual effort. In Allied we have used a single brand on a series of radio spots for an entire year and we seldom use any particular item less than a week unless we sell out before that.

"In Allied we quickly discovered we could not evaluate results at all without some definite consistency and organization in our radio approach."

Besides the results shown by weekly checkups, Mr. Dennis reminds there is no way of knowing what else the people who came in to buy radio-advertised items bought in the store.

Comparative results on a specific item for preceding and following weeks are often advertised, he said, adding, "In most every case I know of where this has been done the week in which the advertising was run has produced larger volume."

Turntable

FREDERIC W. ZIV Co., New York (package producer), has announced sale of following series: "Old Corral," "One for the Book," "Easy Aces," "Favorite Story," "Boston Blackie," and "Wayne King Show" to KWBM Williston, N. D. "Philo Vance," "Guy Lombardo," "Favorite Story," "Wayne King Show," "Manhunt," "Boston Blackie," "Pleasure Parade," "Sincerely Kenny Baker," and "The Barry Wood Show" have been sold to KFDY Aberdeen, S. D., KWAT Watertown, S. D. and WAFD Baton Rouge, La. purchased five and six series, respectively. KFGO Fargo, N. D., new station under construction, has purchased "Guy Lombardo Show," "Boston Blackie," "Favorite Story," "Barry Wood Show" and "Philo Vance."

HAL TATE RADIO PRODUCTIONS, Chicago syndicator of transcribed "Who's Talking" package for local stations, has announced purchase of show by three stations and renewal by KALL Salt Lake City. New stations include WDUK Durham, N. C.; WCON Atlanta and WHAN Charleston, S. C.

Center Your Attention on

Center of the Dial

860 kc

MILWAUKEE

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 EXecutive 1230
1833 M STREET, N. W.
WASHINGTON 6, D. C.

Radio Towers Erected
Painted and Serviced
Ground Systems and Transmission Lines Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7822
Oklahoma City, Oklahoma

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Radio Towers Erected
Any type, anywhere, anytime
Crews Always Available
Write, wire or phone 8503
GREENE TOWER CO.
Southern Pines, N. C.

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

H. K. RHODES
Painting & Decorating Co.
Specializing in Painting Radio Antenna Towers from Coast to Coast
Roaring Spring, Pa.
Phone 27-J

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. Resetar Hotel
Washington 4, D. C. Watsonville, Calif.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg.—District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St., N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. POSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 Lillian Way GLadstone 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
& Associates
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

ANDERSON & MERRYMAN
New York City New Orleans
33 W. 42nd St. Lake Charles, La.
Longacre 3-6029 American Bk. Bldg.
6-1480

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
AM—Allocations & Field Engineering—FM
Oshkosh, Wisc., Phone Blackhawk 22
AND AFFILIATES
DIXIE ENGINEERING CO.
Columbia 1, S. C.; Ph. 2-2742

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

Merl Saxon
203 W. Hutchison Street
Telephone 888 or 211
San Marcos, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St. N. W., EX. 8073
Washington 5, D. C.

•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

General manager. 500 watt, independent daytime station, Central Massachusetts. Must be qualified for complete managerial duties. Salary and percentage of profits. Full details first letter including snapshot and date available. Box 61 BROADCASTING.

Sales-manager. Straight 15% commission—or drawing account. 250 watt station in Southern town 15,000 population. Box 58, BROADCASTING.

Salesmen

Transcription salesmen — All sections. Popular line for jingles, shows. Top commissions. Give territory and other representations. Box 966, BROADCASTING.

Salesman contacting radio stations to sell radio productions. Commission. Box 912, BROADCASTING.

Wanted for independent station good midwest town 15,000. Salary plus commission. Box 19, BROADCASTING.

Aggressive Salesman—for lively 250 watt independent in competitive Southern city. Salary and commission or generous commission. Box 101, BROADCASTING.

Wanted. Experienced salesman, also good continuity writer for spot announcements and some shows. Thousand watt daytime station. Send full details to WTND, Orangeburg, S. C.

Salesman. 250 indie in large Florida market is looking for aggressive salesman. Offer draw, some active accounts. If you can offer proven sales ability, write Box 73, BROADCASTING.

Salesman, young, aggressive and diplomatic. Good opportunity at growing independent. Must be willing to learn and work in close co-operation with commercial manager. For man able to produce this is good chance to make money. Prefer someone in Southwest. Box 82, BROADCASTING.

Announcers

Announcer. Regular shift; football. Detail experience. Box 64, BROADCASTING.

Wanted: Established Mutual affiliate needs announcer-newscaster capable of handling play-by-play football. Apply KVOP, Plainview, Texas.

First class license combination man for Southern station. Announcing must be good, engineering secondary. Salary $70.00 for 48 hours. Box 92, BROADCASTING.

Announcer-engineer wanted. Announcer with first class license. Start at $60 for 40 hour week. Must be experienced all phases announcing and control board. Don't apply unless you're looking for a permanent job. Send references and full details including audition disc, via Air Mail to KMVI, Wailuku, Maui, Hawaii.

Southern 50 kilowatt N B C affiliate seeks versatile, experienced announcer—preferably native southerner. Box 80, BROADCASTING.

Sportscaster. Top salary for top announcer in outstanding small market. Platter, photo, details now; interview later absolutely necessary. KFLW-ABC, Klamath Falls, Oregon.

Wanted announcer. If you've got what we want you've got a good job. We need an aggressive man with a real sense of showmanship. Knowledge of sports helpful. This is a good opening on a 5000 watt NBC station in midwest with chance for advancement. Box 107, BROADCASTING.

Technical

Need two engineer-announcers to open station July 25. KPAN, Hereford, Texas.

Announcer-operator. Florida network station. If good announcer send disc. Box 676. BROADCASTING.

Combination operator-announcer with first class license. Send complete information, photo, and disc. KDLK, Del Rio, Texas.

Help Wanted (Cont'd)

Operator. Texas station. Apartment available. Give qualifications. Box 65, BROADCASTING.

Applications will be accepted for engineering, production and camera personnel experienced and interested in television for Southern operation in immediate future. In applying to Box 81, BROADCASTING, state full qualifications, salary, employment record, and include photograph.

Opportunity for experienced engineer. Must be familiar with Western Electric Transmitter. Immediate opening for right man capable of being chief of 250 watt local station. Give full information and reference first letter. Write Box 108, BROADCASTING.

Wanted: Experienced and capable first-class engineer for 5000 watt directional. Also able to do studio maintenance. Must have car. $70.00 per week to start. Write WSLI, P. O. Box 1847, Jackson, Mississippi.

Engineer—1st class radiotelephone for position as resident transmitter engineer, Experience not necessary but ability and dependability are. Write giving details. Do not phone. Radio Station KBKI, Alice, Texas.

Production-Programming, others

The midwest's most progressive FM station is looking for a program director, with plenty of ability, for its new sister FM station, soon to start on the air in northern Indiana. Good salary, prefer single man who is not afraid to work. Send letter and references to Manager, WCSI-FM, Columbus, Indiana.

WANTED:
WRITER-PRODUCER

50,000 watt clear channel midwestern network affiliate has immediate opening for experienced writer-producer. Send complete information and photograph in first letter. Box 49, Broadcasting.

Copywriter and editor. Must be able to write selling commercial copy and keep copy files in order. Announcing ability not required—traffic experience not essential, but helpful. Alertness a must. Girl or man acceptable if otherwise qualified. Write giving full details and samples. Box 83, BROADCASTING.

Continuity writer, man or woman, who can originate shows, and sell. Box 93, BROADCASTING.

Two Immediate openings: Program director, staff announcer. 250 watt network affiliate. AM-FM. State university city. East. Salary $150-$225 plus talent. Opportunity for advancement. Affiliated with 20 kw metropolitan station. Send disc with application. Box 98, BROADCASTING.

Situations Wanted

Managerial

Manager's job wanted. Background of 13 years network, local announcing, programming, production, promotion. Want to get into driver's seat in small market station, preferably south or west, that needs a man with all-round know-how. Civic-minded, family man, young with progressive ideas and sound policies. References. Now program manager. Box 62. BROADCASTING.

Executive manager with over 15 years experience in all phases of station operations. Have been with present station nearly 12 years. Can assume full responsibility for station operation. Highest recommendation from present employer can be furnished. Prefer Pacific Coast but will carefully consider other localities. Box 113, BROADCASTING.

Situations Wanted (Cont'd)

Manager available. Fully qualified in producing profitable operation. Highly successful in present network affiliate. Prefer established network station. Thoroughly experienced in all phases. Require substantial income from salary, bonus. Box 55, BROADCASTING.

Owners, managers, dept. heads . . . I'd like to become your assistant and am qualified by virtue of 8 years' broadcasting experience including NBC-ABC network; local station; AM-FM; station relations and sales. If you can augment my present salary and have room in your organization for a dependable, permanent employee I'd like to hear from you. Box 982, BROADCASTING.

AVAILABLE SEPT. 1

Manager for small midwest or Southern station.
Ten years local and national advertising experience.
Salary requirements $5200 minimum.

BOX 103 BROADCASTING

Manager-program directory-announcer well-versed in all phases of station operation. Fifteen years in radio. Highly successful at organization and production. East preferred. Box 935, BROADCASTING.

Manager and chief engineer—qualified pair each with first class licenses and over 20 years experience in broadcasting. Available together or separately. Desire good, solid proposition. Box 919, BROADCASTING.

Commercial manager — Salesman ten years experience. Successful background as salesman, commercial manager and general manager. Seeks permanent opportunity. Best references. Box 7, BROADCASTING.

ATTENTION TV MANAGERS

Stage scene designer, technician and technical director with 14 years training and experience, desires employment in television production as designer, scene technician, stage manager, manager of production or any combination. Married. Good temperament. Good references. Available two weeks. Box 993, BROADCASTING, 360 N. Michigan, Chicago.

Wanted: Position as manager of small station or director of promotion and publicity of large station. Considerable experience radio promotion and merchandising, show production, some radio sales, script and commercial writing. Age 44, reliable, fast-thinking. Lots of proven ideas. Write or wire W. Poundstone Jackson, 508 Walton, San Antonio, Texas.

Commercial manager of network outlet in market of half million population desires change. 13 years radio experience. Write Box 95, BROADCASTING.

With 14 years network and local practical experience now available for station managership. Successful record and top references. Box 90, BROADCASTING.

Salesmen

Salesman. Well experienced, seeks new connection; only interested in commission with draw. Address Box 59, BROADCASTING.

Sales and promotion. Experienced, hard-worker looking for a job with a future. Available September 1st. Box 87, BROADCASTING.

Announcers

Deliver commercials that sell. Good voice. Disc shows with plenty of personality. Excellent reference. 23, unmarried. 1½ years experience available immediately. Desire progressive station with opportunities. Easy to get along with. Have done juvenile M.C.'ing. Box 60, BROADCASTING.

Conscientious announcer offering more than the average. Unmarried, university graduate. Over four years with production department leading New York station. Staff announcer with network affiliate. Intelligent rendition of news. Comprehensive background in music. Trained in sports broadcasting. Excellent references. Will travel for live audition. Box 57, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, 2½ years experience New York, news, sportscast, disc jockey interviews. Have music knowledge, can write continuity, handle board, sell time. Young, college, single. Will travel. Disc, photo, references on request. Mitchell Krauss, 5620 Fieldston Road, Riverdale 63, New York.

Anybody have a bottom rung?. Vet, 24, wants to climb radio ladder. College graduate, 1 year campus station manager, broadcasting experience, journalism background, superior recommendations, disc. Personable, ambitious milk drinker. Hurry! First come, first served. Box 72, BROADCASTING.

The answer to a program director's prayer! An honest to goodness announcer with experience, ability, and versatility. College graduate. Excellent references. Send for disc. Box 100, BROADCASTING.

Versatile, hard working announcer, 2 years experience. Looking for a place to settle down. Excellent selling voice. Prefer east. Presently employed as chief announcer. Box 102, BROADCASTING.

Announcer, ambitious, 29 years old. Desires staff position with an affiliated 5000 or 10000 watt station. 1½ years experience. News, commercial copy, special events, disc shows, actor, writer. Pianist, composer, Northwestern University graduate. Vet, single, dependable. Good references. Best offer. Disc and particulars on request. Write or wire Box 112, BROADCASTING, 360 N. Michigan Ave., Chicago.

Experienced sports announcer: baseball, football, basketball, etc. Experienced in all other types announcing. Disc, photo, letter recommendation available. All letters given consideration. Box 99, BROADCASTING.

Florida: Announcer. Reliable, sober. 32 years old. In radio since 1941. Available immediately. Box 96, BROADCASTING.

Newscaster 24, veteran, sober, intelligent, pleasing style. Year commercial experience. Box 76, BROADCASTING.

Available August 1. Age 31. 7 years in radio, announcer, news editor, public relations. Past 2 years program director at 5 kw metropolitan basic network outlet. Midwest or Rocky Mountain area preferred. Box 77, BROADCASTING.

Announcer, immediate availability. College background, graduate of School of Radio Technique. Experience newscasting commercials, programming. Will travel. Disc, photo on request. Box 110, BROADCASTING.

Announcer, college background wants experience. Graduate of School of Radio Technique, Radio City. Capable of doing all phases of broadcasting. Will travel. All details at Box 111, BROADCASTING

Announcer-engineer, ham single travel, draftproof. Permanent, best offer. Box 79, BROADCASTING.

Experienced announcer looking for position that pays. News, music, sports, farm, kids shows. Disc, picture. Desires move immediately. Box 70, BROADCASTING.

Experienced announcer, 250 station, early wake-up programs. Will wake up commercials, versatile, handle controls, 26, single, available immediately. Travel. Box 109, BROADCASTING.

Program director-announcer at mutual 250 affiliate desires change and better opportunity. Two years experience. College graduate. 29, single, veteran. Box 106, BROADCASTING.

Conscientious announcer offering more than the average. Unmarried, university graduate. Over 4 years experience with production department leading New York station. Staff announcer with network affiliate. Intelligent rendition of news. Comprehensive background in music. Trained in sports broadcasting. Excellent references. Will travel for live audition. Box 105, BROADCASTING.

Available one good announcer; experienced in commercials, platter shows, play by play sports broadcasts and special events, also newscasting and dramatic work. A graduate of leading broadcasting and announcers' school in Radio City, New York. Married veteran. Will travel. Disc and photo on request. If interested write John Wall, P.O. Box No. 33, Nixon, N. J.

Announcer. Single vet, young, personable distinctive delivery. Not afraid of hard work. Graduate of School of Radio Technique, New York. Disc, photo available immediately. Box 89, BROADCASTING.

Situations Wanted (Cont'd)

Announcer — experienced, strong on news, special events. Knows music Bach through be-bop. Excellent educational, cultural, social background. Single, veteran, permanent. Herb Gottschalk, 5034 Woodlawn, Chicago, 15. Atlantic 0516.

If located near college, announcer available, 2 years experience 250 independent 5000 network, college graduate, disc jockey, commercials, news, continuity and production writing, handle board, acting, for complete resume, disc, photo, or interview write, wire, phone Paul Lohmann, 729 Oakwood Rd., Charleston, W. Va., 35-931.

Announcer. Now employed 50 kw clear channel, married, desires change of locale. Box 936, BROADCASTING.

Announcer, experienced all phases. Married, so am interested in permanent employment. Will make personal audition within 500 miles of Washington. Box 51, BROADCASTING.

Announcer. Presently employed, available July 15th. Skilled all phases, strong on sports. Seeks connection more progressive station. Disc, photo on request. Box 46, BROADCASTING.

Announcer, 22, single. Experienced, mature, capable on board. Seeks 250 to 1000 watter with congenial staff at reasonable salary. Will travel. Box 8, BROADCASTING.

Announcer. Vet, single, ambitious, willing to travel. Eager for experience. Graduate of School of Radio Technique. Disc, photo available on request. Box 88, BROADCASTING.

Announcer. Good voice, cultured delivery, commercials, news and chatter. First phone. Reliable family man, 28. Require about $75.00 and future and willing to work for it. East or Midwest. Available three weeks notice. Box 118, BROADCASTING.

Technical

Chief engineer and combination man. 1st phone and ten years experience. Maintenance, control and construction 100 w to 50 kw. Good voice with personality. Require $80 per week and housing. Married. Disc available. Box 56, BROADCASTING.

Chief engineer—AM, FM, television and directional antennas. Thoroughly competent. Long experience construction and operation. 250 to 50 kw. Best references. Box 54, BROADCASTING.

For qualified technicians, write or phone: Employment Department Melville Radio Institute, 15 West 46th St., N.Y.C. Luxemburg 2-0440.

Chief engineer 20 years experience—first class license. Executive ability—national network experience as well as regional. Past ownership of local. Box 920, BROADCASTING.

Engineer 15 years AM/FM experience installation, maintenance, supervision. 12 years present position. Prefer position engineer large station; consider chief small station. $75 minimum. Box 36, BROADCASTING.

Engineer—eighteen years radio experience—fourteen years broadcast operating—eight years chief engineer—four years experimental radar work. Excellent construction and installation work. Experienced with directional antennas. Desires responsible job—chief preferred. 36, married two children. Sober, ambitious. All offers considered. Box 29, BROADCASTING.

Experienced combination man 1st phone, excellent references, staff announcing, disc jockey, play by play baseball. Available immediately. Box 97, BROADCASTING.

Engineer, single, specialization transmitter installation operation, maintenance. Broadcast experience includes network nemos and control room. Also Navy electronics, and amateur experience. Excellent references. Two weeks notice. Box 78, BROADCASTING.

Experienced chief engineer, now employed by consulting engineer firm, desires steady position in Southeast. Best references, need $70 weekly. Box 69, BROADCASTING.

Chief engineer now employed desires change to any location on the mainland. Competent and reliable. Five years experience in every phase of installation and maintenance in broadcasting. Excellent character references on request. Robert Thomason, Box 374, Wailuku, Hawaii.

Qualified engineer—33, married, child, car. 10 years experience. Extensive installation and maintenance. Good educational background. Desires position as chief engineer of AM or FM station, built or building or as technician in well established station with TV plans. Minimum $85.00. Box 104, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—First phone, veteran, ex-radar man, radio servicing experience, single, 28, ambitious, looking for start. Desire north central location. Box 115, BROADCASTING.

Chief engineer. Employed chief engineer in Florida with fifteen years experience in all phases especially AM, FM, new station construction, manufacturing supervision, two years combination, desires change for better. Sober—capable. Prefer Florida. Box 86, BROADCASTING.

Engineer; 30, nine years broadcasting. Fully qualified on control, field, recording, transmitter plant operation (dir. antenna), equipment maintenance and installation. Prefer control-field job with medium or high power station. Box 84, BROADCASTING.

Chief Engineer local station, now working, 2 years varied broadcasting experience, accept operator large station, desire advancement, family. Box 85, BROADCASTING.

Production-Programming, others

Barndance show producer; hillbilly D. J.; musician; good adlib, interview; copy, promotion; sincere, friendly informal voice; capable M.C.; now with metropolitan NBC affiliate; early morning disc shows; 31, reliable, married, hard worker; desire profitable post with progressive southern or midwestern station in good "hillbilly territory". Have disc, photo, clippings. Box 68, BROADCASTING.

Script-continuity: dramatic, commercial, college degree, originals, adaptations, book reviews, documentary, stage experience writing also. Box 67, BROADCASTING.

Television-radio future? Good head, normal size; closed mouth, open eyes; some stage, more radio; ideas, where to go? Experienced directing, script, continuity, college degree. Box 66, BROADCASTING.

Sponsors, listeners, and employer tell me that I am ready to go up the ladder in sportscasting. 2½ years experience, professional baseball, college football and basketball, and high school football. Former pro baseball player, basketball coach and official, and football player. High school graduate, veteran, 25, and married. Excellent background and experience, gained on this fine 250 watter. Plenty of commercial work. Want a chance to prove my ability, on bigger station. Produce half-hour sports show each week, plus sportscast each evening. Best of references, including some 15,000 sports fans. Will travel anywhere opportunity affords itself. No prima donna, interested only in high quality station that wants a first class sports man. Wire or write Bill Snyder, WJZM, Clarksville, Tenn. Available September 6.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are **satisfied** with personnel we **furnish.**

Combination operator-announcer, newscaster. Fourteen months experience. References, disc. Married. Box 979, BROADCASTING.

Vet, 23, single, two years experience network affiliate abroad, programming, traffic announcing. Resident Miami, desire location South Florida. Box 38, BROADCASTING.

Women's program director . . . of woman's programs only. Complete small network station experience. University grad. Script and continuity writer . . . good . . . my P.D. says. Air producer . . . money maker. 23. Currently in upper midwest. Box 35, BROADCASTING.

Program director-manager. 6 years experience. Strong sales. Top all-round radio background. Family man. Box 17, BROADCASTING.

Program director, long experienced 50 kw and 5 kw network and local operations. Excellent background and references. Box 91, BROADCASTING.

Situations Wanted (Cont'd)

Continuity director—writer—promotion. Sales-compelling commercials, variety shows, documentaries, five years experience. Program builder, business booster. Sales through the air with the greatest of ease. Box 122, BROADCASTING.

Traffic promotion manager. Male, eight years mutual outlet desires climate change. Southern California preferred. Excellent references, dependable, steady. Box 117, BROADCASTING.

Can I take a crack at that vacancy in your advertising department? Ambition unlimited, experience limited, university training went the limit. I'll go the limit for you. Box 116, BROADCASTING.

Television production man now working for metropolitan television station desires change. College graduate, BA in radio-televsion. Winner recent national radio script-writing contest. General radio technical background. Box 71, BROADCASTING.

Newseditor-caster. 29, college, four years experience. Excellent background and references. Will travel if opportunity to settle permanently with progresive station with chance to advance. Any reasonable salary if talent fees available. One month notice required present position. Box 74, BROADCASTING.

Program or production job with future sought by leading announcer in major midwest market. Seven years experience. Thorough background in production and program building. Want permanent position anywhere with good progressive station. Box 94, BROADCASTING.

Radio-trained American journalist with extensive experience in news and special events departments in U. S. and foreign stations, interested in making connections with forward-looking Florida station. Best references. Write: Gordon Heyworth, 23 Wolverton Ave., Kingston Hill, Surrey, England.

Schools

The SCHOOL *of* RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Employment Services

OPENINGS:—
- TV Construction Engineer.
- Continuity Director (Female).
- Combination Chief Engineer and Program Director.

AVAILABLE:—
- Network Producer-Director. (15 years with CBS & MBS.)
- TV Engineer (2).
- Announcer-Newscaster (Web exp.).
- Announcer-Technician. (Above have housing near Los Angeles.)

RRR-Radio Employment Bureau, Box 413, Philadelphia 5, Pa.

For Sale

Complete 1000 watt FCC-approved transmitter, new, $4000. Guaranteed. Dixie Engineering Company, Columbia 1, S. C.

GE 250 watt FM transmitter, excellent condition, used 5 months. Excellent reason for selling, make offer. Box 63, BROADCASTING.

Revolutionary Camart microphone boom. Portable, collapsible, 13 foot arm, folding stand, freely rotating mike swivel $189.50. Camera Mart, 70 West 45th Street, New York 18, N. Y.

Complete 1 kw transmitter house equipment available this fall. 1 WE 1 kw transmitter type 443A-1; 1 WE 110-A program amplifier; 1 WE 94-A amplifier; 1 General Radio 731-A AM modulation monitor; 1 General Radio 681-A frequency deviation monitor; 1 General Radio 475-B frequency monitor; 1 Collins 116E-1 equalizer; 1 Clough-Brengle 119-B calibrated standard signal generator; 1 Jack Strip (single jack) with four 2' patch cords; all in excellent condition. Also 1500' ¼" Andrew coax, pre-war, never off reel; 1 steel phasing cabinet with miscellaneous parts. WICA, Ashtabula, Ohio.

Federal 101-B Field Intensity Meter. In good condition. KXLA, 1401 S. Oak Knoll, Pasadena.

For sale: RCA 250-K transmitter $2100.00. General radio 731B modulation monitor $250.00. Doolittle FD1A frequency monitor $375.00. Entire lot $2675.00. Just taken out of satisfactory service. Can also furnish additional equipment for complete 250 watt station if needed; rack, limiting amplifier, console, etc. George Weiss, WBBQ, Augusta, Georgia.

Truscon Tower now available—435 ft. Self supporting, sectionalized 168 ft. from top. Could be used as three 265 ft. guyed towers and one self-supporting 170 ft. tower. Will support FM or TV antenna with top removed. Priced to sell. Radio Station KFAB, Mark Bullock, Chief Engineer, Lincoln, Nebraska.

For sale: 2 Bliley crystals type BC46T for 1400 kcs complete with theremometers ready to insert into sockets. Good as new. Make an offer. Radio Station KXLK, Great Falls, Montana.

For sale: New 250 watt station in exclusive Montana territory, has 7 acres ground adjoining city. Address Earl F. McGinnis, Lewistown, Montana.

RCA 11216C limiting amplifier, 4682B panel and shelf and two sets of 11286 tubes all new in original cartons, $445.00 or will sell Collins 26W in use one year, $365.00. WDSM, Superior, Wisconsin.

EASTERN
MAJOR MARKET
OPPORTUNITY

Covering one of the East's most desirable major markets, this facility is in a splendid position to continue its present sound growth. Now making money with future possibilities indicating much larger profits.

Physical equipment is far above the average. Station has fine acceptance and a well established position in its area. Here is an opportunity to show both large profits and to greatly increase the value of a fine property. Price $135,000. Financing arranged.

WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION BROKERS

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Avenue
NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

WSB Tape Recorder

MOMENTARY FLURRY was caused recently when Carlton Morrison, WSB Atlanta tape recorder section head, brought his portable recorder to a meeting of the Atlanta city council. Motion was made to exclude recorder before a vote was taken on a liquor license issue. The Mayor Pro Tem explained that a portion of the council's meeting was being recorded for rebroadcast on WSB. Another motion was made and Mr. Morrison and the recorder were allowed to stay, a proposal that received overwhelming approval, station reports.

WJR Assigns New Posts To Kramer and Mitchell

Mr. KRAMER

Mr. MITCHELL

WORTH KRAMER has been promoted to assistant general manager of WJR Detroit, and Franklin (Bud) Mitchell, chief announcer, has been named program director of the station by Harry Wismer, executive assistant to President Frank E. Mullen, of the Richards stations.

Mr. Kramer has been program director since 1946 and previously had filled a similar post at WGAR Cleveland, and had been general manager of WGKV Charleston, W. Va. Mr. Mitchell became chief announcer in 1946. Mr. Wismer also announced addition of Ralph Dawson, formerly sales manager of WWOK Flint, Mich., to the WJR sales staff.

(*Continued from page 81*)

Wanted to Buy

Individual broadcaster wants to buy station or CP anywhere. Box 922, BROADCASTING.

Wanted: One kilowatt FM amplifier with or without power supply. Also Field Intensity Meter. Box 42, BROADCASTING.

Profitably operated radio station, must stand thorough investigation, preferably south or soutwest. Cash. Confidential. No brokers. Box 75, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Complete tower erection and maintenance AM-FM-TV. Ace Hi Radio Tower Construction Co., 121 Broad St., Rome, Ga.

WSAY APPEAL

Supreme Court Asked To Review Case

THE QUESTION of a network's right to set the national advertising rate of an affiliate, upheld by a U. S. Circuit Court in the WSAY Rochester case [BROADCASTING, May 3], was before the U. S. Supreme Court last week for review in the court's discretion.

WSAY owner, Gordon P. Brown, told the Supreme Court that the lower tribunal's decision "does such violence to accepted principals of the antitrust law and to the clear meaning and intent of the FCC's Chain Broadcasting Regulations, which purport to regulate the contractual relationships between approximately 1,000 radio stations and their respective networks, that an immediate review . . . is essential in the public interest."

The decision was handed down by the U. S. Second Circuit Court of Appeals, New York, in refusing Mr. Brown's request for a preliminary injunction pending trial of his $12,000,000 suit charging the four major networks with violating the antitrust laws. He sought the preliminary injunction to prevent ABC and Mutual from switching affiliations from WSAY, which had "special non-affiliate agreements" with them, to new Rochester stations.

Petititon Challenges Findings

WSAY's petition for review, which the Supreme Court may grant or deny, summarized (and challenged) the lower court's findings as follows:

1. That the four existing national radio networks do not violate the Sherman Act by fixing the price which a radio broadcast station . . . shall charge national advertisers who purchase broadcast time over the station's facilities.

2. That the four existing national networks do not violate the Sherman Act by engaging in a series of exclusive arrangements which require their respective national advertisers to deal exclusively with their respective affiliated stations with the purpose and effect of excluding unaffiliated stations from all access to the national advertising market.

3. That the FCC's Chain Broadcasting Regulations, as interpreted [by the Supreme Court, in the NBC case], sanction the price-fixing and exclusive practices of the networks.

4. That the uniform participation by the four existing national radio networks, each with knowledge the other is so doing, in a particular system of doing business which has the effect of denying independent radio stations all access to the national advertising market, does not constitute, at least prima facie, a conspiracy in violation of the Sherman Act.

Seymour Krieger, one of the authors of FCC's Chain Broadcasting Report which the lower court cited as support for its conclusions, and William L. McGovern, formerly of the Justice Dept., filed the petition and brief on behalf of WSAY.

The WSAY suit charges that ABC and Mutual conspired to boycott WSAY, and that NBC and CBS, which have other Rochester affiliates, refused to make their programs available to the station. WSAY said it turned down offers of "standard" affiliation with ABC and Mutual because the offers did not give the station "the right to negotiate with advertisers the rate to be charged for the use of its station."

The lower court's decision held that ABC and Mutual, "had the right, in the absence of concerted action, to make such contracts for the distribution of its programs as it chose . . . Not only are the networks not common carriers, but it would be cumbersome if not impractical for them to furnish programs if they did not have authority to deal independently with the advertising concerns instead of leaving the rates to be determined individually by the different stations which they serve . . ."

FCC ORDERS INQUIRY ON GODDARD MOTIVES

AN INQUIRY was ordered by FCC last week to probe the motive of Fred G. Goddard, general manager of K X R O Aberdeen, Wash., when he filed for a new station at nearby Hoquiam, Wash.

The order was contained in a call for further hearing on the mutually exculsive applications of Mr. Goddard for Hoquiam, and Ben K. Weatherwax, formerly of KXRO, for Aberdeen. Both applications seek 1450 kc with 250 w fulltime, and were originally heard in January 1947.

The Commission said the further hearing would be concerned with two issues:

1. To determine whether the application of Goddard was filed in good faith or for the purpose of delaying or preventing the establishment of a competitive broadcast service to Station KXRO . . .

2. To determine on a comparative basis from the record made at the further hearing and the record heretofore compiled in this proceeding, which, if either, of the applications should be granted.

The hearing will be held at Hoquiam. Date has not been set.

WMRP Reduces Schedule Following Time Losses

CLAIMING its revenues had dropped precipitously, the Methodist Radio Parish's WMRP Flint, Mich., received FCC permission last week to operate temporarily on a basis of only eight hours between 6 a.m. and 6 p.m.

Spokesmen for the five-year-old 250-w daytimers told the Commission that it is operating at a loss because of cancellation of practically all of its advertising. This the station attributed to competitors telling advertisers that it's "bad policy" to advertise on a church station.

Authorities said the station is selling time to churches of all denominations but that the revenues are still below the operating-cost level. Permission to operate only eight hours a day was extended for a period "not to exceed six months."

LATE CLASSIFIEDS

Help Wanted

Managerial

Manager wanted for 250 watt daytime with 1000 watt FM in good midwest town 15,000. Prefer man who has several years experience and proven ability as manager or commercial manager. Replies will be held strictly confidential. Box 120, BROADCASTING.

Commercial manager wanted for station, midwest town 15,000. Excellent opportunity for right man. Box 121, BROADCASTING.

Salesmen

SALESMEN

for new metropolitan New York radio station on the air in September with 5 kw on 620. Liberal draw and commission. Experience absolutely prerequisite.

Write General Manager, Newark Broadcasting Co., 45 Central Avenue, Newark, N. J.

Technical

CHIEF ENGINEER

Must have experience with directional antennas. Station is 5 kw on 620 with 5 tower array.

Writer General Manager, Newark Broadcasting Co., 45 Central Avenue, Newark, N. J.

Situations Wanted

Announcers

Announcer. Graduate S.R.T. Radio City. Will travel, salary unimportant. Box 124, BROADCASTING.

Announcer - Sportscaster. Experienced staff and play-by-play sportscasts. Go anywhere. Box 114, BROADCASTING.

Announcer, single, 25, one year radio college, 3 months on network affiliate. John Somers, Route 2, Box 299A, Elgin, Illinois. Phone Elgin 9830Y-3.

Announcer, experienced all phases of radio. Can operate board. Disc available. William Bennett, 107 W. Mesa, Gallup, New Mexico.

Technical

Technician. 7 years chief of local, combination. Married, desires permanent position on West Coast. S. W. Williams, 6212 S. E. 82 Ave., Portland, Oregon.

Two combination men with 1st phone. One year broadcast experience. Both are family men desiring a change from present locale to a progressive station. Box 119, BROADCASTING.

Production-Programming, others

Commercial copywriter and woman announcer. Thoroughly grounded in all phases of broadcasting. Disc, copy, furnished. Susan Gilbert, 4901 Beverly Blvd., Los Angeles.

Farm director: Desires position, good regional midwest outlet. Excellent professional and agriculture references. Box 123, BROADCASTING.

For Sale

Western Electric 25B speech input equipment. Two Starbird microphone booms. Dumont oscilloscope, type 208-B. Box 125, BROADCASTING.

Programs

VACATIONERS at guest ranches in Tucson, Ariz., area have discovered new recreation for Saturday mornings when they may find themselves "on the air." Wayne Sanders, manager and roving reporter of KCNA Tucson, with cooperation of Sunshine Climate Club, is bringing the microphone to the people with his weekly show aired from guest ranches. Each Saturday, "Ranch Day" at KCNA, Mr. Sanders, Chief Engineer Bill Karpicek and portable unit, KVOY, visit a ranch. With portable mike, Mr. Sanders interviews owners, cooks, wranglers and guests. Sometimes he climbs aboard a horse and goes for short ride with guests during broadcast. This month's issue of "The Magazine Tucson" carried a feature article on the show, titled "Man on a Mare With a Mike."

Job Analyses

JOB ANALYSES are given weekly to three applicants on new WGN Chicago program "Your Job and Mine," Sat., 10:45 to 11 p.m. (CDT). Dr. Charles Dewey, employment counselor for past 10 years and consulting psychologist, gives environmental, intelligence and aptitude tests to persons appearing on broadcast for advice. Personal desires and job preferences are also considered. Show is sponsored by Arlington Employment Counselors, Chicago. Agency: Klein Assoc., same city.

'Uncle WIP' Simulcast

ONE OF INDUSTRY'S oldest children's programs, "Uncle WIP," which is aired over WIP Philadelphia, MBS outlet, is now simulcast every Monday and Wednesday, 6-6:15 p.m., over WCAU-TV Philadelphia, CBS affiliate. Series of simulcasts, to run 13 weeks, was placed by Robert J. Enders Adv. Philadelphia office and is sponsored by Gimbel Brothers and Pierce-Phelps Inc., Admiral TV distributor. Regular air show continues to be sponsored by Gimbel on Tues., Thurs., Fri. and Sat. Format of show has been changed very little with "Uncle WIP" presenting his talented tots and his songs for the day, plus his birthday train, which is animated for TV audience. Stage is decorated with candy cane set, small piano and Admiral video set. "Uncle WIP" dresses in his usual costume, except for commercials, when he removes his high hat and dons an admiral's hat in honor of sponsor.

Welfare Reports

ON-THE-SPOT reports of activities of member agencies of Madison (Wis.) Community Union are being aired each week over WIBA and WIBA-FM Madison. Each week's show originates at different agency office, recreation center or other activity and features interviews with staff members by the "Red Feather Kid" representing Community Union. Unrehearsed conversations between public and agency representatives also are aired.

TV Beauty Contest

FIFTY Philadelphia beauties are competing for title of "Miss Hornung Television" on new 13-week "Hornung Beauty Parade" series over WFIL-TV Philadelphia, under sponsorship of Hornung Beer. Account is handled by Clements Agency, Philadelphia. Violet Hale, Philadelphia model and charm consultant, emcees telecasts, bringing five models or modeling trainees before the cameras on each of first ten programs. Winners will compete in semi-finals on 11th and 12th programs and two finalists will be selected from each of these shows and four will appear on final program when "Miss Television" will be selected. Luxurious stage setting has been prepared for series with aim to give "Beauty Parade" Philadelphia's "most beautiful television set."

Dam Dedication

FLYING ROOSTER, WIBW Topeka airplane, took to the air again early this month with Gene Shipley, farm service director, and Pug Marquardt, chief engineer, who attended dedication ceremonies of new detention dam at Cloud Chief, Oklahoma. Station crew made recordings of ceremonies, which included welcome by Gov. Roy Turner and talk by Dr. Hugh H. Bennett, chief of U. S. Soil Conservation Service. Recordings were later broadcast over WIBW.

Anniversary Prize

IN OBSERVANCE of first anniversary of "Cinderella Weekend" program over WTIC Hartford, Conn., usual weekend prize of trip to New York will be replaced with trip to Bermuda. Month-end grand prize winner and escort of choice will be given all-expense-paid trip to Bermuda via Colonial Air Lines. Couple will stay at famous Rowley's Guest House overlooking Riddle's Bay.

'Breakfast in Washington'

MARTHA ROUNDTREE is producing new show on Mutual, "Breakfast in Washington." Program originates in Presidential Dining Room of Mayflower Hotel and features discussion of the week-end news with Washington personalities.

MAYOR Harley E. Knox of San Diego (r) presents "first honors" plaque awarded KGB San Diego and local Junior Chamber of Commerce for "best international relations and foreign trade program in cities over 100,000." Receiving the plaque for KGB are Harry H. Horton Jr. (l), creator and moderator of winning program, "Our World," and James Dillon (center), KGB producer.

Any Hats to Eat?

OFFHAND suggestion by Gil Lee on his early morning "Coffee Cup Parade" program over KOOL Pheonix, Ariz., has resulted in booming "thing" contest. Mr. Lee suggested that listeners send in assortment of "things" that they consider amusing, like the ten-foot pole you wouldn't touch anybody with. Station reports that more than 50 entries have been received and are still coming in. Among exhibits are the overalls from Mrs. Murphy's chowder; model ship that never comes in, frying pan things jump out of, etc. Highlight so far is large, live horse—the one you'd like to sink your teeth into when you get so hungry that you could eat a steed.

Washington to London to Baltimore

RADIO SIGNAL, sent across the Atlantic and back again, is being aired daily by WMAR-FM Baltimore. British Broadcasting Corp. correspondent in Washington broadcasts news from nation's capital direct to listeners in British Isles as segment in BBC's nightly "Radio Newsreel" that calls in reporters from many parts of world. Shortwave signal, flashing back to America from London, is picked up by WMAR's antenna atop O'Sullivan Bldg. Originating only 45 miles away in Washington, news crosses Atlantic and returns for rebroadcast to Maryland listeners.

WGTM Features

CIVIC, social and personal news items not available through other news programs are presented on "I See by the Papers," new show aired thrice weekly over WGTM Wilson, N. C. Bill Jackson, WGTM's news and sports chief, conducts show and gathers material from editors of eastern North Carolina daily and weekly newspapers. WGTM also has started new children's show titled "Kids of Wit." Contests are conducted between groups of boys and girls, selected from organizations such as Boy and Girl Scouts. Winners are awarded gifts and every 13 weeks club with most points receives additional cash prize. Ice Cream and bubble gum are given to all attending.

Hair Styling

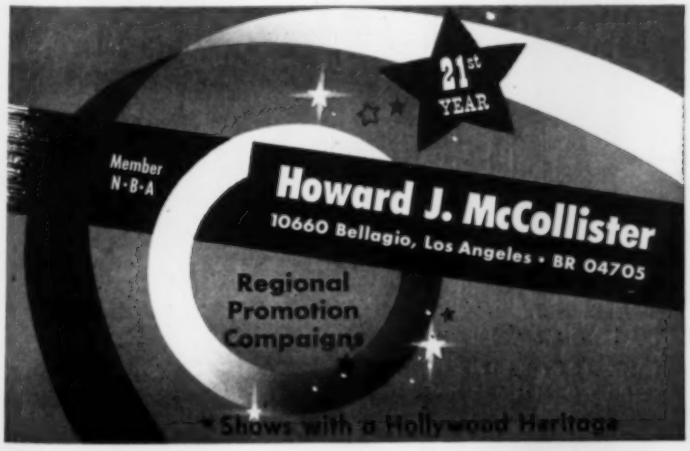
HAIR STYLING and other beauty topics are basis of new program "Your Charm Counselor," heard over WESA Charleroi, Pa. James Bonafed, hair stylist, conducts weekly program. Question and answer sessions are featured as well as actual demonstrations on the air. Mr. Bonafed styles hair for a model while Bob Vesel, staff announcer, describes action to listening audience.

Traffic Forum

LOCAL ISSUES are discussed each week over WFPG Atlantic City, during round-table discussion program, "Atlantic City Forum of the Air." Listeners are invited to phone in questions which are referred to participants for discussion in second half of show. Leading police traffic officials from all four cities on Abescon Island participated in recent show, reviewing "A Resort's Summer Traffic Problems." Station reports that since traffic problems are extremely acute in seashore resorts during summer months, phone responses to show were numerous.

Political Rally

POLITICAL speeches will fill the air in Atlanta, Ga., today (June 19), broadcast from political rally being held by WBGE and WBGE-FM. Stations have invited public to participate in old-fashioned basket picnic which will be followed by short speeches from political candidates. Speeches will be broadcast by both stations. Public address system also has been installed at picnic grounds. Free fireworks display will follow speeches. Time has been donated by both WBGE and WBGE-FM without charge to candidates.



THE PICK OF THE NEW HITS!

Keep your record shows up-to-the-minute with RCA Victor's latest!

BERYL DAVIS
Don't Blame Me
and
The Blue Room
RCA Victor 20-3019

SAMMY KAYE
Ain't Doin' Bad
Doin' Nothin'
and
Somebody Else's Picture
RCA Victor 20-2983

LOUIS PRIMA
The Sad Cowboy
and
Bubble-Loo Bubble-Loo
RCA Victor 20-2982

HENRI RENÉ
Tunnel of Love
and
Portrait of a Toy Soldier
RCA Victor 25-1123

DUDE MARTIN
Atom Bomb Baby
and
Wishy-Washy Woman
RCA Victor 20-2985

JESSE STONE
The Donkey and the Elephant
and
Don't Let It Get Away
RCA Victor 20-2988

RCA VICTOR RECORDS

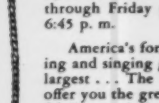
The Texas Rangers transcriptions were recently signed up for their sixth year on WGBI, Scranton, Pa. And for the same sponsor, too! On WGBI they reached a 27.4 Hooper during 1947 on their 15-minute Monday through Friday program from 6:30-6:45 p. m.

America's foremost Western playing and singing group—as well as the largest . . . The Texas Rangers also offer you the greatest number of high fidelity, vertical cut transcribed tunes. Finest for FM as well as AM!

"Cowboy Hymns," by The Texas Rangers is the first album of its kind. This exciting new album by Bibletone, features six outstanding cowboy hymn selections.

Wire, Write or Phone for Complete Details

THE *Texas Rangers*
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.



Josh Higgins "MAYOR" of the

KXEL

Rural City

says:

KXEL HAS CHANGED LISTENING HABITS IN IOWA

Conlan Survey reveals KXEL holds the lion's share of listening in Northeast Iowa —UP TO 9.6% MORE OF THE TOTAL LISTENING HOMES SURVEYED THAN ALL OTHER STATIONS COMBINED.

50,000 watts KXEL

Josh Higgins Broadcasting Company

WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

July 12 Decisions . . .

BY COMMISSION EN BANC

WCFL Chicago—Granted petition to reconsider, remove from hearing docket, and grant without hearings, application for mod. CP make changes in DA-D.

KWBU Corpus Christi, Tex.—Dismissed as moot petitions asking that applications of KWBU to move from Corpus Christi to Houston on 1030 kc and Carr P. Collins Jr. for new station at Corpus Christi on 1010 kc 10 kw D. be set for hearing in consolidated proceeding with application of Metropolitan Houston Bcstg. Co. for new station at Houston on 1060 kc 1 kw unl. DA.

Falls County Public Service, Marlin, Tex.; KWBU Houston; Carr P. Collins Jr., Corpus Christi, and KTHT Houston—Adopted order designating for consolidated hearing applications of Falls County Public Service for new station at Marlin, Tex. on 1010 kc 250 w D, Baylor U. to move KWBU (presently operating under SSA at Corpus Christi on 1030 kc 50 kw, from local sunrise at Boston to local sunset at Corpus Christi) to Houston, for operation on 1030 kc 50 kw D, 10 kw N, DA-N, Carr P. Collins Jr. for new station at Corpus Christi on 1010 kc 10 kw D, expressly contingent upon grant of KWBU application and Texas Star Bcstg. Co. (licensee for operation of KTHT Houston, on 1230 kc 250 w unl. and holder of CP change facilities of KTHT to 790 kc 5 kw unl. DA), for mod. of said CP to specify operation on 1030 kc 50 kw unl. DA-N; made KOB Albuquerque, N. M., party to proceedings. Conditions specified as to KTHT, KWBU, and Collins applications in conformity with clear-channel policy (see separate story this issue).

KWJJ Portland, Ore.—Granted application for reinstatement of CP, as mod., which authorized increase power from 1 kw unl. to 10 kw unl. DA-DN, change trans. site and install new trans.; engineering cond.

WFMJ Youngstown, Ohio—Granted mod. CP for approval of DA and authority change type trans.; engineering cond.

KWBU Corpus Christi, Tex.—Granted extension of SSA for operation on 1030 kc 50 kw from local sunrise at Boston to local sunset at Corpus Christi, for period of one year from June 15, 1948.

WMRP Flint, Mich.—Granted request to temporarily operate only 8 hours between 6 a.m. and 6 p.m. for period not to exceed 6 months.

KTMS Santa Barbara, Calif.—Granted SSA to permit broadcasting as a public service, without charge, of information to longshoremen for the period ending May 1, 1950.

First Baptist Church, Pontiac, Mich.—Granted extension of authority to transmit programs from church to CKLW Windsor, Ont.

Ban K. Weatherwax, Aberdeen, Wash., and Fred G. Goddard, Hoquiam, Wash.—Adopted order reopening record for further hearing at Hoquiam, Wash., at time to be set, upon the following issues: (1) to determine whether Goddard application was filed in good faith or to delay or prevent establishment of competitive broadcast service to KXRO Aberdeen, Wash., and (2) to determine on comparative basis which, if either, of the applications should be granted.

Tri-State Bcstg. Co., Middlesboro, Ky.—Denied petition for rehearing and motion to dismiss filed by Tri-State Bcstg. Co. re application of Cumberland Gap Bcstg. Co. for new station at Middlesboro, Ky., which was granted Feb. 27, 1948.

WPOR Portland, Me.; Lowell Sun Pub. Co., Lowell, Mass.—Designated for consolidated hearing application of Oliver Bcstg. Corp. to change facilities of WPOR from 1450 kc 250 w unl., to 1060 kc 5 kw unl, DA-2 with application of Lowell Sun Pub. Co. for new station, 1060 kc 5 kw unl, DA-2; made KYW Philadelphia party to proceeding.

George E. Cameron Jr., Tulsa, Okla.; Kenyon Brown, Tulsa; KFMJ Tulsa—Designated for consolidated hearing applications of Cameron and Brown, each requesting new station at Tulsa to operate on 1340 kc 250 w unl, and KFMJ to change facilities to 1340 kc 250 w unl.

Charles H. Young, Anderson, S. C.; Anderson Bcstg. Co. Inc., Anderson—Designated for consolidated hearing applications of Young for new station 1050 kc 1 kw D, and Anderson Bcstg. Co. Inc. for new station on 1070 kc 1 kw D, provided, however, that if, as a result of the consolidated hearing, it appears that, were it not for the issues pending in the hearing regarding daytime skywave transmissions and the Commission's policy pertaining thereto, the public interest would be best served by grant of the application of Anderson Bcstg. Co. Inc., then Anderson application will be returned to pending file until after conclusion of hearing on daytime skywave transmissions.

All Nations Bcstg. Co., Boston; Neponset Radio Corp., Norwood, Mass.—Designated for consolidated hearing applications of All Nations Bcstg. Co. for new station on 1390 kc. 5 kw D, and Neponset Radio Corp., for 1390 kc 500 w, D.

Mark Perkins, San Antonio, Tex.; Metropolitan Bcstg. Co., Alamo Heights, Tex.—Designated for consolidated hearing application of Perkins and Metropolitan for new stations at San Antonio and Alamo Heights respectively, each requesting 1240 kc 250 w unl.

ACTIONS OF THE FCC

JULY 9 to JULY 15

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

July 12 Applications . . .

ACCEPTED FOR FILING

AM—950 kc

Forrest City Bcstg. Co. Inc., Forrest City, Ark.—CP new standard station on 1150 kc 1 kw D. AMENDED to change frequency from 1150 to 950 kc.

Modification of CP

KWBB Wichita, Kan.—Mod. CP new standard station change frequency from 1420 to 1410 kc, change power and hours of operation from 500 w D to 1 kw DN, change type of trans. and install DA-DN

AM—960 kc

K R O F Abbeville, La.—License to cover CP new standard station 960 kc.

AM—1010 kc

Cecil W. Roberts, Festus, Mo.—CP new standard station on 1010 kc 250 w D.

AM—1380 kc

KMUS Muskogee, Okla.—License to cover CP new standard station 1380 kc.

AM—590 kc

KTOW Oklahoma City—CP change frequency from 800 kc to 1400 kc, change hours from D to unl., increase power from 250 w D to 250 w DN, and make changes in trans. Contingent upon K T O K being granted change of facilities. AMENDED to change frequency from 1400 to 590 kc, power from 250 w to 1 kw, install DA-DN, change type trans. and change trans. location.

AM—680 kc

WISR Butler, Pa.—CP reinstate CP which authorized changes in vertical ant. and to mount FM ant. on top of AM tower, to be operated on 680 kc 250 w D.

AM—1050 kc

WRYO Rochester, Pa.—Mod. CP new standard station for approval of ant. trans. and studio location.

License to Cover

KVLF Alpine, Tex.—License to cover CP change frequency and make changes in trans. equipment and vertical ant.

Modification of CP

KCFH Cuero, Tex.—Mod. CP new standard station change trans. and studio locations.

AM—1460 kc

KIMA Yakima, Wash.—License to cover CP change power, install new trans.

Modification of CP

WTWT Stevens Point, Wis.—Mod. CP new standard station change trans. for approval of ant. and trans. location.

FM APPLICATIONS

Modification of CP

KFAC-FM Los Angeles—Mod. CP new FM station for extension of completion date.

KGDM-FM Stockton, Calif.—Same.

WONS-FM Hartford—Same.

WITH-FM Baltimore—Same.

WNAC-FM Boston—Same.

WACE-FM Chicopee, Mass.—Same.

WMKA New York—Mod. CP new FM station change trans. site, change type trans., change ERP from 5 kw to 8,460 w, decrease ant. height above average terrain to 688 ft., decrease overall height above ground to 702 ft. and make changes in ant. system.

KDKA-FM Pittsburgh—Mod. CP new FM station for extension of completion date.

KVKO Harlingen, Tex.—Same.

WSVA-FM Harrisonburg, Va.—Same.

TV APPLICATIONS

Modification of CP

WMCT Memphis, Tenn.—Mod. CP new commercial TV station for extension of completion date.

TV—192-198 mc

Hearst Radio Inc., Milwaukee, Wis.—CP new commercial TV station on Channel 10 192-198 mc, ERP vis. 30 kw, aur. 16 kw unl. AMENDED to change ERP from vis. 30 kw aur 16 kw to vis. 28 kw, aur. 15 kw and make ant. changes.

EXPERIMENTAL TV RELAY

License to Cover

Miami Valley Bcstg. Corp., Area Day-

WISCONSIN'S *newest and* MOST POWERFUL RADIO STATION

WKOW

AFFILIATED M. B. S.

10,000 Watts 1070 on your dial

MADISON 3, WISCONSIN

Represented by HEADLEY-REED COMPANY

ton, Ohio—License to cover CP new experimental TV relay station.

REMOTE APPLICATIONS

Western Plains Bcstg. Co. Inc., Area Colby, Kan.—CP new remote pickup station to be operated on 1646, 2090, 2190, 2830 kc, power of 50 w, emission A3 and hours of operation in accordance with Sec. 4.403.

TENDERED FOR FILING

FM—92.7 mc

C. C. Morris, Ada, Okla.—CP new FM station on 92.7 mc (Class A), Channel 224, ERP 0.350 kw.

TV—54-60 mc

Frank C. Carman, David G. Smith, Frank C. Carman, Admistrator for the estate of Jack L. Powers, deceased, and Grant R. Wrathall, d/b as Utah Bcstg. Co., Salt Lake City—CP new commercial TV station on Channel 2 54-60 mc, ERP vis. 15.4 kw, aur. 7.65 kw.

Assignment of CP

WGYV Greenville, Ala.—Consent to assignment of CP to Greenville Bcstg. Corp.

Modification of CP

WKJB Mayaguez, P.R.—Mod. CP decrease power from 10 kw to 500 w N, 1 kw D, make changes in ant. and change type trans.

July 13 Decisions . . .

BY THE SECRETARY

WRC-FM Washington — Granted license for new FM station.

WABE Atlanta—Granted license for new non-commercial FM station.

WLSU Baton Rouge, La.—Granted license for new FM station.

Allen B. DuMont Labs., Oxford, Conn. —Granted CP new exp. TV relay station.

The following were granted mod. CP's for extension of completion dates as shown: KCKN-FM Kansas City, Kan., to 9-22-48; WJPF-FM Herrin, Ill., to 9-30-48; WESB-FM Bradford, Pa., to 1-1-49; KEX-FM Portland, Ore., to 10-25-48; WBON Bowling Green, Ky., to 8-12-48; WMBD-FM Peoria to 10-1-48; WERC-FM Erie, Pa., to 10-2-48.

WACA Camden, S. C.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio locations.

WGH Newport News, Va.—Granted mod. CP to make changes in trans. and to change trans. location.

WULA Eufaula, Ala.—Granted mod. CP for approval of ant., change type trans., and to change trans. and studio locations.

WTRY Troy, N. Y.—Granted license covering increase power, install new trans. and DA-DN and change trans. location.

KWNW Wenatchee, Wash.—Granted license new station 1340 kc 250 w unl.

WOBS Jacksonville, Fla.—Granted license new station 1360 kc 1 kw D and specify studio location.

WAMS Wilmington, Del.—Granted license new station 1380 kc 1 kw DA, S-WAWZ, and specify studio location.

KSO Des Moines, Iowa—Granted license covering installation of new trans., change DA for night use, mount FM ant. on AM tower, change trans. and studio locations.

The following were granted mod. CP's for extension of completion dates as shown: KWOW Omaha to 10-10-48; WLPM-FM Suffolk, Va., to 9-28-48; KWKH-FM Shreveport, La., to 11-15-48; KISS San Antonio, Tex., to 2-1-49; KCRA-FM Sacramento, Calif., to 9-28-48; WDAK-FM Columbus, Ga., to 12-30-48; WHEC-FM Rochester, N. Y., to 11-3-48; WRJN-FM Racine, Wis., to 8-21-48; WBZ-FM Boston to 10-23-48; WCAU-FM Philadelphia to 9-15-48; KCBC-FM Des Moines to 10-24-48; WELD Columbus to 1-1-49; WFDF-FM Flint, Mich., to 10-15-48; KPOR Riverside, Calif., to 1-19-49; WATL-FM Atlanta to 8-12-48; WPAM-FM Pottsville, Pa., to 10-1-48; WOMI-FM Owensboro, Ky., to 10-24-48; KCKY Coolidge, Ariz., to 8-15-48; WKAQ San Juan, P. R., to 7-31-48; KTBS Shreveport, La., to 10-28-48; WLOF Orlando, Fla., to 8-1-48; KMAC San Antonio, Tex., to 2-4-49; KFSD San Diego to 8-18-48.

KVNI Coeur d'Alene, Idaho—Granted license new station 1240 kc 250 w unl.

KXLL Missoula, Mont.—Granted license new station 1450 kc 250 w unl.

W8XUM Columbus, Ohio—Granted license new Facsimile station.

The following were granted mod. CP's for extension of completion dates as shown: WAPO-FM Chattanooga, Tenn., to 1-21-49; WPOE Elizabeth, N. J., to 10-1-48; WCED-FM DuBois, Pa., to 9-1-48.

KWAL Wallace, Idaho—Granted mod. CP for extension of completion date to 10-10-48.

COMMISSION EN BANC

WAGE Inc., Syracuse, N. Y.—CP new TV station Channel 10, 192-198 mc, vis. 30 kw, aur. 15 kw, ant. 470 ft., estimated cost: $219,852.

Meredith Pub. Co., Syracuse, N. Y.—CP new TV station Channel 8, 180-196 mc, vis. 15 kw, aur. 7.5 kw, ant. 810 ft., estimated cost: $248,487.

Radio Projects Inc., Syracuse, N. Y. —CP new TV station, Channel 5, 76-82 mc, vis. 23 kw, aur. 12.8 kw, 680 ft., estimated cost: $218,520.

The Commission made public a letter to Murphy Bcstg. Co., Tri-States Meredith Bcstg. Co., Tri-States Theatres Corp., Meredith Pub. Corp. and A. H. Blank, all of Des Moines, Iowa, concerning the question of Paramount's proposed purchase of interest in KSO Des Moines, in the light of Supreme Court decision finding the company guilty of anti-trust violations (see story this issue).

ACTION IN DOCKET CASES

Commission announced memorandum opinion and order denying petition for rehearing and reconsideration filed by Western Plains Bcstg. Co. Inc., permittee of CP for station KXXX Colby, Kan., directed against Commission's decision of June 12, 1947 (which denied application for CP of Plains Radio Bcstg. Co., KFYO Lubbock, Tex. and granted CP's of Central Bcstg. Co., WEAU Eau Claire, Wis., and Lubbock County Bcstg. Co. Lubbock, Tex.), requesting that the latter grant be set aside or that Lubbock be required to afford KXXX full protection for its operation at Colby.

Commission announced memorandum opinion and order denying petition filed by Lubbock County Bcstg. Co., Lubbock, Tex., for leave to amend, and for grant of its application by the substitution of new corporation for petitioner, which would result in a merger of Lubbock County Bcstg. Co. and KFYO. Commission further ordered denial of petition for rehearing filed by Plains Radio Bcstg. Co. (KFYO), Lubbock, Tex., directed against Commission's decision of June 12, 1947, which denied petitioner's application for CP to change facilities of KFYO and granted CP of Lubbock County Bcstg. Co.

Commission announces memorandum opinion and order directing that paragraph 76 of Commission's decision in re application of Camden Bcstg. Co., Camden, N. J., which makes findings relating to professional background of Mr. Hedge, principal stockholder of Camden Bcstg. Co., be deleted; the Commission denied the rest of the application for rehearing filed by Camden Bcstg. Co. requesting deletion of certain language in paragraphs 78 and 126 of said decision.

July 13 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KCMJ Palm Springs, Calif.—Voluntary assignment of license from Richard W. Jov and Donald C. McBain d/b as Palm Springs Bcstg. Co. to Palm Springs Bcstg. Co.

Transfer of Control

KQW San Jose, Calif.—Involuntary transfer of control of licensee corp. from Mott Q. Brunton and Ralph R. Brunton, as individuals and trustees, and Dorothy M. Brunton, as an individual, trustee and executrix of the will of Sherwood B. Brunton, deceased, to CBS Inc.

Assignment of License

KSMA Santa Maria, Calif.—Voluntary assignment of license from Santa Maria Bcstg. Co. to John H. Poole.

Modification of CP

KWBB Wichita, Kan.—Mod. CP new standard station for extension of completion date.

Transfer of Control

WDSU New Orleans—Voluntary transfer of control of licensee corporation from E. A. Stephens, H. G. Wall and Fred Weber to International City Bcstg. Service Inc.

AM—1310 kc

WCAM Camden, N. J.—CP to decrease power from 500 w to 250 w, change hours to unl., install new trans. and change trans. location.

Modification of CP

WKJB Mayaguez, P. R.—Mod. CP change frequency, increase power, install new trans. and install DA-DN, decrease power from 10 kw DN to 500 w N, 1 kw D, change type trans. and change from DA-DN to vertical ant.

FM—97.7 mc

Conway Bcstg. Co., Conway, Ark.—CP new FM station (Class A) on 97.7 mc, Channel 249, ERP 0.34 kw, ant. height above average terrain 85 ft.

Modification of CP

WQQW-FM Washington — Mod. CP new FM station to change type trans., ERP from 20 kw to 19 kw, ant. height above average terrain from 500 ft. to 514 ft. and make changes in ant. system.

WFLA-FM Tampa, Fla.—Mod. CP new FM station for extension of completion date.

License for CP

WFLA-FM Tampa, Fla.—License to cover CP new FM station.

CP Replacement

WTAL-FM Tallahassee, Fla.—CP to replace one which expired Sept. 20, 1947.

FM—94.1 mc

Home Bcstrs. Inc., Logansport, Ind.—CP new FM station (Class B) on 94.1 mc, Channel 231, ERP 2.46 kw and ant. height above average terrain 226 ft. AMENDED to change ERP from 2.46 kw to 4.92 kw, ant. height above average terrain from 226 ft. to 212.5 ft. and make changes in ant. system.

Modification of CP

KFH-FM Wichita, Kan.—Mod. CP new FM station for extension of completion date.

License for CP

WHOP-FM Hopkinsville, Ky.—License to cover CP new FM station.

(Continued on page 86)

WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time

YOU CAN HEAR THE DIFFERENCE
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

Use
WTAD
WTAD-FM
Quincy, Illinois

Serving a rich market — almost equally divided between rural and urban listeners. Ideal for testing, use these foremost stations to get real sales push.

WTAD
930 KC 1000 Watts
CBS Affiliate
Covers 34 Mississippi valley counties . . . core of productive Illinois - Missouri - Iowa agriculture region.

WTAD-FM
99.5 MC
Channel 258. ERP 53,000 Watts. Equipped with 804 foot tower and new transmitter.

Represented by WEED & COMPANY

Lee STATIONS

KGW
NBC AFFILIATE
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Hon. J. B. Allen
E. H. Brown Advertising Co.
Chicago, Illinois

Dear JB:

Learned t'other day where there is 12 Charleston's in the United States . . . Might confuse some people, but, there ain't no confusin' people in Charleston, West Virginia when it comes to programin' and power. . . Cause, that means WCHS . . . Y'see, in Charleston, West Virginia, most people jest naturly listens to WCHS (that's the CBS affiliate with 5000 watts at 580). Yrs.
Algy.

WCHS
Charleston W. Va.

In OMAHA
Wise advertisers choose the station the people choose...
WOW
...nationally represented for 15 years by
JOHN BLAIR & COMPANY
Offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco

FCC Actions

(Continued from page 85)

Applications Cont'd:

Modification of CP

WFNS-FM Burlington, N. C.—Mod. CP new FM station for extension of completion date.

License for CP

WSOC-FM Charlotte, N. C.—License to cover CP new FM station.

Modification of CP

WVKO Columbus, Ohio—Mod. CP new FM station for extension of completion date.

WBAP-FM Fort Worth, Tex.—Same.
WRVB Richmond, Va.—Same.

License for CP

WDBJ-FM Roanoke, Va.—License to cover CP new FM station.

Modification of CP

KLAC-TV Los Angeles—Mod. CP new commercial TV station for extension of completion date.

TV—66-72 mc

OkKan Television Chain Inc., Wichita, Kan.—CP new commercial TV station, Channel 4, 66-72 mc, ERP vis. 15.1 kw, aur. 7.78 kw unl.

TV—186-192 mc

Elmira Star-Gazette Inc., Elmira, N. Y.—CP new commercial TV station, Channel 9, 186-192 mc, ERP vis. 2.9 kw, aur. 1.45 kw unl.

TV—180-186 mc

Southwestern Sales Corp., Tulsa, Okla.—CP new commercial TV station, Channel 8, 180-186 mc, ERP vis. 31 kw, aur. 15.3 kw unl.

TV—60-66 mc

Presque Isle Bcstg. Co., Erie, Pa.—CP new commercial TV station, Channel 3, 60-66 mc, ERP vis. 1 kw, aur. 0.82 kw unl.

TV—76-82 mc

WSIX Nashville, Tenn.—CP new commercial TV station, Channel 5, 76-82 mc, ERP vis. 17.1 kw, aur. 8.86 kw unl.

TV—174-180 mc

Edward Lasker, Salt Lake City, Utah—CP new commercial TV station, Channel 7, 174-180 mc, ERP vis. 30 kw, aur. 15 kw unl.

Modification of CP

WSOU South Orange, N. J.—Mod. CP new noncommercial educational station for extension of completion date.

License for CP

WHAD Madison, Wis.—License to cover CP new noncommercial educational FM station.

Experimental TV Relays

The Atlanta Journal Co., Atlanta, Ga.—CP new experimental TV relay 7012.5 mc, 0.1 w, emission A5 and hours of operation in accordance with Secs. 4.131(b) and 4.163.

Scripps-Howard Radio Inc., Cleveland—CP new experimental TV relay station 6975-7000 mc, 0.1 w, A5 and hours of operation in accordance with Secs. 4.131(b) and 4.163.

Intermountain Bcstg. Corp., Salt Lake City, Utah—CP new experimental TV station 6950-6975 mc, 0.1 w, emission special for FM and hours of operation in accordance with Secs. 4.131(b) and 4.163.

FM RENEWAL APPLICATIONS

WMIX-FM Mt. Vernon, Ill., and WNDB Daytona Beach, Fla.

TENDERED FOR FILING

AM—990 kc

Bankhead Bcstg. Co. Inc., Jasper, Ala.—CP new standard station 990 kc 1 kw-D.

Assignment of License

WLBK DeKalb, Ill.—Voluntary assignment of license to DeKalb Radio Studios Inc.

AM—1590 kc

Cecil C. Pember, Robert R. Osborne, Earnest W. Miller, William J. Braddock, Paul Marcum, Earl N. Garrett Jr. d/b as Johnson County Bcstg. Co., Olathe, Kan.—CP new standard station 1590 kc, 500 w-D.

AM—1380 kc

KSRV Ontario, Ore.—CP change frequency from 1450 to 1380 kc, increase power from 250 w to 1 kw DA-N.

July 14 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Announced order denying petition of Crescent Bcst. Corp., Shenandoah, Pa., requesting reconsideration of Commission action of November 4, 1947, denying petition requesting leave to amend and reinstate its application in consolidated hearing status, and a waiver of Section 1.387 (b) (3) of the rules.

Request Granted

Announced order granting request of Skyland Bcstg. Corp., Dayton, Ohio, for extension of time within which Ronald B. Woodyard, stockholder in applicant corp., shall dispose of his stock interest in and sever his connection with Radio Voice of Sprinfield Inc. (WIZE), Springfield, Ohio, for 90 days from June 17, 1948.

Petition Denied

Announced order denying petition of KOOS Inc. (KOOS), Coos Bay, Ore., for review and reversal of action of Motions Commissioner February 20, 1948, granting petition filed by KIDO Boise, Ida., for leave to amend application for CP to specify 630 kc, 5 kw, unl., using DA; reaffirmed said action of Motions Commissioner.

July 14 Applications . . .

ACCEPTED FOR FILING

Extension of Authority

MBS Inc., Chicago, Ill.—Extension of authority to transmit programs to CKLW, stations owned and operated by CBC, and stations licensed by Canadian Minister of Transport for period beginning Sept. 1, 1948.

AM—1080 kc

Continental Bcstg. Co., Atlantic, Ia.—CP new standard station on 1190 kc, 250 w-D. AMENDED change frequency from 1190 to 1080 kc, change type trans. and change trans. and studio locations.

Modification of CP

WSAR Fall River, Mass.—Mod. CP change frequency, increase power, install new trans. DA-DN and change trans. location for extension of completion date.

AM—1330 kc

WBBC Flint, Mich.—CP make changes in directional ant. and mount FM ant. on directional tower.

AM—550 kc

WTOB Winston-Salem, N. C.—CP change frequency from 710 to 1380 kc, change from D to unl., increase power from 1 kw-D to 1 kw-DN, install DA-DN, etc. AMENDED to change frequency from 1380 to 550 kc, changes in ground system, etc.

Modification of CP

WPLT Dayton, Ohio—Mod. CP new standard station, for changes in trans., changes in directional ant. system and change trans. location.

AM—920 kc

Rock River Valley Bcstg. Co., Watertown, Wis.—CP new standard station on 920 kc 250 w-D. AMENDED change power from 250 w to 500 w-D; change type trans. and change trans. location.

Modification of CP

KOMB Los Angeles—Mod. CP new FM station for extension of completion date.

Transfer of Control

KQW-FM San Francisco—Involuntary transfer of control of permittee corp. from Mott Q. Brunton & Ralph B. Brunton, as individuals and trustees, and Dorothy M. Brunton, as an individual, trustee and executrix of the will of Sherwood B. Brunton, deceased to CBS Inc.

Modification of CP

WCCP-FM Savannah, Ga.—Mod. CP new FM station for extension of completion date.

Transfer of Control

WDSU-FM New Orleans, La.—Voluntary transfer of control of permittee corp. from E. A. Stephens, H. G. Wall and Fred Weber to International City Bcstg. Service Inc.

Modification of CP

WJLB-FM Detroit, Mich.—Mod. CP which authorized changes in FM station, for extension of completion date.

FM—92.7 mc

WINR-FM Binghamton, N. Y.—Mod. CP new FM station to change type station from Class B to Class A, specify frequency of 92.7 mc, ERP 0.324 kw, ant. height above average terrain 253 feet; type of trans. and make changes in ant. system.

License for CP

WFBG-FM Altoona, Pa.—License to cover CP as modified, which authorized a new FM station.

Modification of CP

KGKL-FM San Angelo, Tex.—Mod. CP new FM station change trans. site, change trans., increase ERP from 3.3 kw to 13.613 kw; change ant. height above average terrain to 408.55 ft., change overall height above ground to 367 ft. and make changes in ant. system.

WKBH-FM LaCrosse, Wis.—Mod. CP new FM station change ERP from 78 kw to 83.8 kw, ant. height above average terrain to 763 ft., and make changes in ant. system.

WBEZ Chicago—Mod. CP which authorized changes in non-commercial educational station, for extension of completion date.

WNYE Brooklyn—Mod. CP new noncommercial educational FM station for extension of completion date.

TV—174-180 mc

Edward Lasker, Fresno, Calif.—CP new commercial TV station, Channel No. 7, 174-180 mc, ERP vis. 30 kw; aur. 15 kw, unl.

TV—66-72 mc

Cornell U., Ithaca, N. Y.—CP new commercial TV station, Channel 4, 66-72 mc, ERP vis. 13.6 kw, aur. 6.8 kw unl.

TV—204-210 mc

Eugene J. Roth, tr/as Mission Bcstg. Co., San Antonio, Tex.—CP new commercial TV station, Channel 12, 204-210 mc, ERP vis. 21.94 kw, aur. 10.97 kw unl.

TV—54-60 mc

Frank C. Carman, David G. Smith.

(Continued on page 89)

1 GETS YOU FOUR ON WBNX

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

George R. Nelson Forms Agency in Schenectady

NEW agency, George R. Nelson Inc., Advertising, has been opened in Schenectady, N. Y., with temporary offices at 469 State St. George R. Nelson, head of the agency, was a partner in the Leighton & Nelson agency until he dissolved that firm June 23.

Mr. Nelson joined NBC at WGY Schenectady in 1932 and was soon made commercial manager of the station. In 1936 he resigned to form the partnership of Leighton & Nelson. Mr. Nelson was active in the formation of Western Gateway Broadcasting Corp. which, in 1942, began operation on WSNY Schenectady. He is still vice president and director of the station.

* * *

Mr. Nelson (center), president and founder of George R. Nelson Inc., is shown with Edward F. Flynn (r), account executive and radio and television director, and Robert S. Cragin, copy director.

Dealer Co-Op Programs Are Surveyed by NAB

SURVEY of dealer-cooperative advertising programs has been started by Dr. Kenneth H. Baker, NAB director of research. The data will be used to bring uptodate NAB's 1942 publication on co-op programs.

In asking stations to supply names of manufacturers having co-ops, Dr. Baker explained it has not been possible to revise the 1942 list because post-war plans are just beginning to settle down into a pattern.

FCC DENIALS

Refuse KVLU Merger, KXXX Petition

ACTING on a question which it has seldom faced, FCC made clear last week that it "cannot condone the effectuation of a transfer of control through the device of seeking to amend an application already granted."

It refused to permit Lubbock County Broadcasting Co. (KVLU), a permittee for 790 kc at Lubbock, Tex., to amend its application and thereby effect a merger whereby control would pass to the owners of KFYO Lubbock, its unsuccessful rival for 790 kc.

The Commission held that the petition for amendment, filed after the issuance of the grant to Lubbock County, "comes at much too late a stage in the proceeding," even though it could not have been filed earlier because the Lubbock County-KFYO agreement was not reached earlier. Further, FCC said, the amendment plan does not conform to the Avco Rule on station sales, which requires that transfers be publicly advertised so that competing bids may be offered.

FCC also denied a KFYO petition—filed before the amendment request—which sought to have the grant to Lubbock County reconsidered.

Grant in 1947

Lubbock County won the grant for 790 kc with 1 kw in June 1947 after a competitive hearing with KFYO, which was seeking 790 kc with 5 kw to replace its present 1340 kc with 250 w [BROADCASTING, July 7, 1947]. Since then, in compliance with a condition of its grant, the company has applied for and received authority to boost daytime power to 5 kw. The company is owned by Wendell Mayes (43¾%) and C. C. Woodson (43¾%), who are associated in ownership of KBWD Brownwood, and G. H. Nelson (12½%), an attorney.

Under the amendment proposal, Messrs. Mayes and Woodson would have 14% each in the new company and Mr. Nelson 4%; Hugh DeWitt Landis, manager and 1% stockholder of KFYO, would have 17% and Plains Radio Broadcasting Co., licensee of KFYO would have 51%. The plan provided that the new company would have an authorized capital stock of $175,000 and, if the amendment had been allowed, would have paid $175,000 to Plains Radio for KFYO equipment and physical assets. KFYO's license on 1340 kc would then have been surrendered.

One of the arguments advanced in support of the amendment was that it would "enable the new station to compete effectively with three stations granted in Lubbock . . . since the hearing."

The Commission meanwhile denied a petition of Western Plains Broadcasting Co., permittee for KXXX Colby, Kans. (790 kc, 5 kw), asking that the grant to Lubbock County be either set aside or conditioned on protection of KXXX. FCC ruled that the Lubbock hearings had been completed when Western Plains filed its application, that the Western Plains application was therefore "in a junior or subordinate position" and, when granted, was subject to whatever interference would come from a grant at Lubbock.

NETWORKS, WOR NEAR AGREEMENT WITH RWG

STAFF newswriters of CBS, ABC, NBC, and WOR New York are expected to ratify this week an agreement reached by the broadcasters and the Radio Writers Guild providing a monthly wage rise of $33.75, retroactive to July 1 and effective through Sept. 30, 1949. The new contract will cover 35 or 40 network newsmen, according to the Guild.

The increases are said to average about 8%. The present scale starts at $350 with $25 rises at six-month intervals, and a top bracket of $450 after two years.

With the newswriters' pact virtually sealed, the RWG plans to begin negotiations for network scriptwriters with CBS, ABC and NBC within the next few days. Still on the union's agenda for this fall, however, are plans for a strike of freelance script writers against the agencies and package producers.

GF Gets Carson

GENERAL FOODS Corp., New York (Sanka Coffee), will sponsor the *Jack Carson Show* for the 1948-49 season, Fridays, 8:30-9 p.m. on CBS starting in October. The advertiser sponsored the *Danny Thomas Show* on CBS in the same period last season. Young & Rubicam, New York is the agency.

See August 2 issue of BROADCASTING

FYI

Has a Hollywood Feature

FYI

Has a Sports Feature

FYI

Has a Women's Feature

FYI

Has Features for All the Family

PRODUCED BY

Ed Hart & Associates

1737 H STREET, N.W.

WASH., D. C. • RE. 4312

Use the TOP Hooperated Station in Nebraska's Capital City Market*

KFOR

LINCOLN

* OVER 100 MILLION DOLLARS ANNUAL RETAIL SALES

BASIC ABC

Represented by PETRY

The Most Powerful Advertising Influence in the Southwest

WOAI San Antonio

50,000 WATTS CLEAR CHANNEL

NBC Affiliate ★ Member TQN

Represented by Edward Petry & Co., Inc.

Promotion

CLEVERLY written and colorfully illustrated eight-page booklet has been prepared by NBC to present listening information and radio preferences of children. It is "designed to reach educators and teachers—and all those who deal with American youth." Solid black cover carries in very small print title, "How to Cook a Dragon." Introduction reviews AP story of young boy who wanted to go dragon hunting because "there's nothing better than fried dragon meat." Booklet points out that through growing years companion of today's child is radio. Seven pages are devoted to Saturday programs for children offered by NBC. Another section deals with network's employment of Gilbert Youth Research Organization to learn preferences of children. Final section, titled "Jam—On the Dials," tells of high listening among children to NBC shows. Note from James H. Nelson, director of advertising and promotion for NBC, is attached to cover suggesting that sponsors buy programs which interest children.

To 610 at 6:10

UNUSUAL method of promotion and publicity was used by KVNU Logan, Utah, when station recently changed power and frequency. Special inaugural program was planned for occasion and widely publicized. On day that station was to change from 250 w on 1230 kc to 1000 w on 610 kc special program went on air at 6 p.m. At exactly 6:10 p.m. switch in frequency was made to 610 kc allowing listeners to make simultaneous switch on their sets during program. Show was made up of outstanding local talent and short speeches of congratulations, including comment by Edgar Kobak, president of MBS, and talk by Gov. Maw of Utah.

TV in Connecticut

FOUR-PAGE news sheet has been issued by Connecticut State Development Commission reviewing television activities in that state. News sheet is titled "Connecticut Progress" and special issue was devoted to first TV station in state, WNHC-TV New Haven and plans for video in other cities. Both inside pages displayed pictures of WNHC-TV facilities and personnel.

'Easy Pickings'

"YOU Can Profit by His Mistakes," says WTOP Washington in its latest promotion piece for its "Uncle Bill Jenkins" show. Titled "Easy Pickings," front cover shows drawing of basket full of money. Inside page displays drawing of Uncle Bill sitting on stack of potatoes peeling money off each potato. Reproduced newsreel strips tell story of "mistake" made by Uncle Bill in saying that local Washington furrier had fur coat to sell for 497 potatoes. Listener took him seriouly and took potatoes to store. Result was much publicity for furrier and Uncle Bill. Copy suggests to advertisers that "You won't make a mistake if you sponsor some of Uncle Bill's 'mistakes'."

'Who's on First?"

THREE-FOLD promotion gimmick has been prepared by K S T P St. Paul-Minneapolis to plug its "Amateur Baseball Parade" featuring Jack Horner, and its sponsor, Rock Springs Sparkling Water. Outside fold shows baseball with "Who's on First?" written across it. Second fold displays ball in glove and statement, "He's in on Every Play . . . ." Third fold reveals head shot of Mr. Horner and inscription. "It's Jack Horner! Presenting 'Amateur Baseball Parade'." Back of third fold shows bottle of Rock Spring Sparkling Water and data on show and sponsor.

Saturday Morning Plug

SATURDAY MORNING is promoted as "ideal time to reach shoppers" in latest brochure prepared by WCKY Cincinnati and distributed to the trade. Titled "Oh, What a Beautiful Morning," booklet is illustrated profusely with cartoons and "musical notes" and states that "Saturday morning offers opportunities for better radio buys" in Greater Cincinnati. Data in brochure are based on Hooper and Pulse ratings.

Advance TV Selling

TO STIMULATE video receiver buying in Rochester, N. Y., although that city has no TV station as yet, White Radio and Sound Service of Rochester is using WBEN-TV Buffalo, approximately 60 airline miles away. The television dealer is using space in Rochester newspapers announcing that "Yes . . . We Are Receiving Television in Rochester . . . Nitely from Buffalo." Copy includes sentences such as: "It's a great thrill . . . Of course, reception from such a distance is not perfect . . . but it's certainly enjoyable. Well worth it for experimental purposes alone . . . and you'll have your set in perfect operation when Rochester has its own television station."

Cleveland Radio Poll

THIRD ANNUAL Local Radio Poll was conducted this month by "Cleveland Press" with WGAR winning first place with total of 44 points. This is second year that WGAR has won poll. WJMO took second place with 31 points and WJW and WTAM tied for third place with 11 points each. WHK, with 10 points, won fourth place.

Plow Contest

PLANS are being made for 1948 Kansas State Plow Terracing Contest to be held in Nemaha County Aug. 4, under sponsorship of Nemaha County Soil Conservation District and WIBW Topeka. Contest will be held on farm near Centralia, Kan. Several counties have signified they will have contestants entered, WIBW reports. Prizes will be awarded for both junior and senior plowmen competing in their own groups. WIBW entertainers will be present for direct broadcasts during contest.

WMAQ Folder

FOUR-PAGE folder in two colors, titled "Story Uncovered," has been sent to WMAQ Chicago clients, agencies and prospects, promoting availability for sponsorship of Jim Hurlbut, "Reporter at Large," (five-a-week, 11 p.m. CDT). Folder carries reproduction of full-page advertisement reviewing recent awards won by WMAQ news programs.

Thimble Offer

TESTING listening appeal of its Frederic W. Ziv package 'Old Corral" on WWL New Orleans, Luzianne Coffee pulled 876 mail responses after one-time, one-station free offer, firm reports. Southern sponsor offered free aluminum thimble to each listener writing in. Walker Saussy Agency, New Orleans, is agency for Luzianne.

Air Trailers

TWO AIRPLANE trailers towed over Chicago announced recent debut of WJJD's "A Tale Is Told," which features Ed Humphrey's dramatic narrations. Show is aired six days weekly at 11:30 a.m. (CDT).

News Service

SPECIAL direct wire news broadcasts are being received by service clubs and conventions meeting in Sioux City, Iowa, as service of WNAX Sioux City. Brief summary of top headline news is piped to meeting places of Rotary and Lions Clubs. Same service is available to conventions and others meeting in the city.

Baseball TV

"A TREMENDOUS forward step for television in Cleveland," was the statement made by Stanley Anderson, radio editor, "The Cleveland Press," when he learned that WEWS Cleveland would televise the baseball games of Cleveland Indians. This quote and photo of Mr. Anderson are used on front of new WEWS promotion folder which announces that the game telecasts are "exciting news all over Greater Cleveland . . ." Inside spread shows reproductions of clippings from "Cleveland Press" praising WEWS coverage.

McNeill Buttons

FORTY THOUSAND Don McNeill-for President buttons were distributed in Chicago recently by professional models mingling with "Loop" crowds. The ABC stunt publicizes Mr. McNeill, toastmaster of the early-morning "Breakfast Club."

'CBC Times'

CANADIAN BROADCASTING Corp. on July 16 began issuing 12-page weekly program and feature publication, "CBC Times," which is to be sold on subscription of $2 annually. It is issued free to newspaper editors and other publishers who use program and feature materials about CBC. "CBC Times" is devoted to stories and features about CBC and its programs and gives detailed program listings.

Promoting Summer Service

FULL PAGE ads in the "New York Times" and "Journal-American" have been bought by WNEW New York to promote station's summer service, which includes bulletins on traffic conditions, weather, tide, beach events, etc., announced hourly. Norge Refrigerators sponsors bulletins, which total more than 100 spots a week.

Sell by Album

SPECIALLY made record albums are being used by WJMO Cleveland, Ohio, to sell prospective sponsors programs. Salesman places album upright on prospect's desk so that message, "WJMO —Sales Through the Air With the Greatest of Ease," can be seen during talk. Then he takes first record from album. Record has in place of label a picture of Dave Baylor, WJMO manager. Mr. Baylor gives brief talk on over-all operations of station. Each record in album contains picture-label of some station personality who has recorded sales message.

'King Size' Brochure

NEW "KING Size" brochure announcing "King Size Voice of Tobacco Land" has been prepared and distributed to the trade by WGTM Wilson, N. C. Brochure pictures jovial "king" perched on throne with huge cigar in his mouth and radio set by his side—"King of Tobacco Land."

Texas Rangers Ride

COLORFUL mailing piece on the Texas Rangers, musical group, has been distributed by Arthur B. Church Productions, which handles transcriptions of the group. Front of folder shows picture of Rangers around camp fire. At bottom of cover is large red arrow on which is printed: "You saw and heard them . . . at the Atwater Kent Party May 16." Attached is sticker reminding that at this highlight party of 1948 NAB convention the Texas Rangers entertained. Inside spread displays reproductions of clippings, telegrams, etc., praising the group.

ABC Sales Letter

A LETTER urging advertisers to buy premium time on television while it is still available has been sent out by Fred M. Thrower, ABC vice president in charge of sales. Mr. Thrower asserted it was important to get into television now "in order to establish a preferred time position which will pay big dividends later." He outlined ABC's television network plans and included a copy of its new video card.

WNMP Bulletins

MIMEOGRAPHS with latest national and world news flashes are placed at each table in the dining room of the Orrington Hotel, Evanston, Ill., during the noon hour by WNMP Evanston. Bulletins also are released to luncheon club groups.

Jersey Night Caps

WHITE SILK jersey night caps have been mailed throughout the industry to remind radio listeners that WQXR New York is on the air with its musical "Nightcap" show from 12:05-1 a.m. —a recent extension of the station's broadcast day.

RCA Brochure

COLORFUL BROCHURE on AM transmitters is being offered to broadcasters by RCA. Comprehensive information on RCA 5-kw and 10-kw broadcast transmitters is found in 24-page descriptive brochure, titled "AM Broadcast Transmitters, Types BTA-5F and 10F." It can be obtained from any RCA district sales office.

Promotes New Service

FORM LETTERS and pamphlets have been sent to all clients and business representatives in southern Indiana by WCSI (FM) Columbus, announcing its new library service, Associated. Letters point to the no-surface noise features of Associated library.

Golf Balls

THREE GOLF balls in a sock were distributed recently by WGN Chicago "for sock entertainment Saturday morning," along with printed recommendation that golfer refer "for sock entertainment Saturday evening" to Mutual's "Three For the Money," 8 to 9 p.m. (CDT). Hour-long telephone game dangles $50,000 in cash prizes before listeners.

'Favorite Story' Promotion

DASH CARDS announcing "Ronald Colman presents 'Favorite Story' each Thursday at 8:00 p.m. over WSAI Cincinnati," have been placed in street cars of that city. Show windows of WSAI are filled wth series of displays on "Favorite Story" and billboards carrying "Favorite Story" displays have been placed on Cincinnati roads and highways.

KLIF Posters

ONE WEEK of each month, posters are placed on rear end of 140 Yellow Cabs in Dallas by KLIF that city, to promote station and special programs that are being featured.

Louis G. Cowan's Sales And Renewals Listed

SALES AND RENEWALS announced last week by Louis G. Cowan Inc., New York radio package producers, were as follows:

National Biscuit Co. (bread division) has bought "Red Ryder" transcribed show for five markets, Pittsburgh, Buffalo, Elmira, N. Y., Schenectady-Albany-Troy, N. Y., and Burlington, Vt. Stations are to be selected immediately, with broadcasts to begin about Aug. 15. McCann-Erickson, New York, is the agency for NBC.

Jeris Hair Tonic, through Harry B. Cohen Agency, New York, has purchased "Smiths of Hollywood" for WFAA Dallas. Dr. Ross Dog Food will sponsor the same program on KNBC San Francisco. The latter's agency is Lennen & Mitchell.

Cold Spring Brewing Co., (Hacker's Ale) is sponsoring " Murder at Midnight" on WHDH Boston, WCSH Portland, Me., and WLLH Lowell, Mass., effective July 6. Hoag & Provandie, Boston, is the agency.

Renewals for the Tommy Dorsey disc jockey show have been signed for another year by 25 stations.

Bill McKinnon

Bill McKinnon, sports director of WBNS, has a "nose for news". 16 years of radio and newspaper work have given him the ability to present a volume of news in a minimum of time. His two daily broadcasts are eagerly listened to by the 163,550 WBNS families because the name of Bill McKinnon means tops in sports and news coverage in Central Ohio.

COVERS CENTRAL OHIO

ASK JOHN BLAIR

WBNS

POWER 5000 D • 1000 N • CBS

EXAMINING new 1-kw Collins transmitter which has been placed in operation by KVNU Logan, Utah, are two of station's executives, Delmont Olesen (l), chief engineer, and Reed Bullen, general manager. KVNU, formerly on 1230 kc with 250 w, has switched to 610 kc with 1 kw fulltime. Licensee is Cache Valley Broadcasting Co.

KCBC PURCHASES HALF OF PRINTING COMPANY

KAPITAL City Brodacasting Co., owners and operators of KCBC Des Moines, has announced purchase of half interest in Plain Talk Printers, Des Moines. The firm is engaged in commercial printing and publishing and prints its own newspaper, *Plain Talk*, a Des Moines weekly for over 80 years.

R. D. Bywater retains his half interest in the printing company and will continue his management of Plain Talk Printers. Besides the newspaper, the company prints a number of other publications, including the *Iowa Voice* of the VFW, the monthly Rural Electrification newspaper, the *Iowa Republican News* and the *Iowa Federationist*.

Executive officers of KCBC and Mr. Bywater report that future plans of Plain Talk Printers are in the tentative stage.

The station also reports that Rollo Bergeson, Iowa secretary of state, has been appointed a vice president of KCBC and will become active in the station and newspaper management about Jan. 1 when his term in office expires.

WAAT Willing to Take 5 kw Day, 1 kw Night

WAAT Newark, given a proposed denial on its application to boost power from 1 to 5 kw on 970 kc [BROADCASTING, April 5], is willing to accept 5 kw daytime and continue with 1 kw at night, Attorney Paul M. Segal told FCC in oral argument last Tuesday.

He emphasized, however, that the Commission had conditioned a previous grant to WAAT upon its increasing its coverage, and that the station was prepared to make whatever adjustments may be necessary to protect WEBR Buffalo and Canadian operations on the same frequency.

Reed T. Rollo, counsel for WEBR, opposed a fulltime increase for WAAT on grounds that it would cause interference at night.

WHYN CHANGE

Grant for 1 kw on 560 kc Proposed by FCC

A GRANT of WHYN Holyoke's bid for 1-kw regional facilities was proposed by FCC last Thursday in preference to Pynchon Broadcasting Corp.'s application for the same assignment for a new station at Springfield, Mass.

Under the proposed decision, WHYN would move from 1400 to 560 kc and boost power from 250 w to 1 kw, directionalized fulltime. The decision was adopted on a 3-to-2 vote, Comrs. Rosel H. Hyde and George E. Sterling voting for denial of both applications on grounds that either would cause too much interference to existing services.

The majority—Chairman Wayne Coy and Comrs. Paul A. Walker and Robert F. Jones—conceded that either application would create more interference to WGAN Portland, Me., than "we would ordinarily condone." But, they said, this interference would occur "wholly outside the state of Maine," in areas which receive at least one other service.

Unable to decide between the Holyoke station and the Springfield new-station applicant on the basis of the Communications Act's requirements of "fair, efficient and equitable" distribution of service, the Commission based its choice on the extension of the present "meritorious" service of WHYN, and on the fact that WHYN is "a going concern, completely and competently staffed, and its plans for improving its service have been carefully developed."

The Commission did not overlook the fact that the principal owners of WHYN (Mrs. Minnie R. Dwight, 66%, and Mrs. Harriet W. DeRose, 33%) are also principals in daily newspapers at Holyoke and nearby Northampton, respectively. Newspaper ownership is a factor which frequently works to the disadvantage of applicants. But in WHYN's case the majority found that "the record affirmatively indicates satisfactory performance" in this respect.

Ownership of Pynchon, which applied for 5 kw on 560 kc but put on evidence based on 1 kw:

James F. Egan, attorney, is president and owns 43%. William P. Collins, his brother-in-law, who is president of Collins Electric Co. (electrical contracting, sale of electrical appliances), also owns 43%. Roy Chapin, banker, owns 6%, and John J. Duggan, president of Chapman Valve Co. at Springfield, owns 7%. Edward T. Collins, an attorney and brother of William P., owns 1%.

Comrs. E. M. Webster and Frieda B. Hennock did not take part in the decision.

Three applications for 550 kc in the same area, which had been consolidated with the Holyoke-Springfield 560 applications, were severed for separate consideration on grounds that the reciprocal interference would not be enough to require comparative consideration of those for 550 with those for 560 kc. The 550-kc applicants are WNBH New Bedford, Atlantic Radio Corp., Boston, and Fairfield Broadcasting Co., Danbury.

THAT TV EDITORIAL

Prompts Jett to State Position On Allocations Hearings

THAT editorial in the July 12 BROADCASTING titled "That TV Dilemma," was double-horned. E. K. Jett, vice president and radio director of the Sunpapers, which operates WMAR, pioneer Maryland TV outlet, wrote the editor:

I've just read your editorial of July 12 entitled, "That TV Dilemma," in which you report that a former commissioner and chief engineer stated that the current hearings on new video allocations are a waste of time. So that there may be no mistaken identity I wish to go on record in saying that the hearings are very much worth while. Indeed, I feel that the hearings have proved that it would be extremely unwise to crowd stations on the same and adjacent channels.

The editorial reference was to T. A. M. Craven, vice president in charge of engineering of the Cowles stations, who, in testimony before the FCC, had made the observation. Comdr. Craven had served as chief engineer of the FCC and had been succeeded by Mr. Jett. When Comdr. Craven left the FCC in 1944, Mr. Jett, then chief engineer, was his successor. He in turn, resigned last December to accept the Sunpapers' post.

SYRACUSE U. HOLDING WORKSHOP MEETINGS

FIRST ANNUAL workshop conference of newly-organized Empire State FM School of the Air opens today (July 19) for three days at Syracuse U.

Dr. Harold McCarthy, director of WHA Madison, Wis., U. of Wisconsin station, keynotes the conference and Robert Hudson, director of education and opinion for CBS, will speak on "Radio's Role in the Next Decade."

William Levenson, assistant superintendent of the Cleveland public schools, will head the sections on practical application of the public school use of radio. He will be assisted by Elizabeth Marshall, program director for the board of education at WBEZ Chicago.

Discussions on script writing and high school workshops will be led by Olive McHugh, director of script workshop for WTDS Toledo. Demonstrations in production will be presented by Walter Krulevitch, program supervisor of WHA and consultant for the schools of Newark, N. J.

Other radio personnel and educators will also be heard from during the workshop. The entire conference is under the direction of Eugene Foster, Radio Center faculty member.

FCC Actions

(*Continued from page 86*)

Frank C. Carman, Administrator for estate of Jack L. Powers, deceased and Grant R. Wrathall, d/b as Utah-Bcstg. Co., Salt Lake City—CP new commercial TV station, Channel 2, 54-60 mc, ERP vis. 15.4 kw, aur. 7.65 kw unl.

TV—174-180

Edward Lasker, Seattle, Wash.—CP new commercial TV station, Channel 7, 174-180 mc, ERP vis. 30 kw, aur. 15 kw unl.

ST Link

Board of Regents, U. System of Georgia, for and on behalf of Georgia Institute of Technology, Jasper, Ga.—CP new ST link station, 940-960 mc, 10 w, emission special for FM unl.

Renewal Applications

WMDD Fajardo, P. R.

TENDERED FOR FILING

Transfer of Control

KCUL Fort Worth, Tex.—Consent to transfer of control of CP from J. G. Ulmer, J. G. Ulmer Jr., and James H. Lawson Jr. to W. Bruce Chambers Jr., Nestor Cuesta and John Andrews. (1540 kc)

July 15 Decisions . . .

DOCKET CASE ACTIONS

The Commission announced a decision ordering:

(1) Denial of the petition of Fostoria Bcstg. Co., Fostoria, Ohio, requesting exemption from the policy concerning operation of daytime stations on U. S. Class I frequencies; the joint petition by Mansfield Journal Co., Mansfield, Ohio, and The Lorain Journal Co., Lorain, Ohio, for further hearing, and the petition of Fostoria Bcstg. Co. to reopen the record.

(2) Denial of application of Mansfield Journal Co. for a new AM station at Mansfield, Ohio, to operate on 1510 kc, 250 w-D; and application of The Lorain Journal Co., for a new AM station at Lorain, Ohio, on 1140 kc, 250 w-D.

(3) That the application of Fostoria Bcstg. Co. for a new AM station at Fostoria, Ohio, on 1510 kc, 150 w-D, be retained in the hearing docket and placed in the pending files; and

(4) Further that the application of Mansfield Journal Co., for a new Class B FM station at Mansfield, Ohio, be denied.

(Comrs. Webster and Hennock not participating; Comrs. Jones and Sterling dissenting in part in the above decision).

The Commission adopted an order severing from other applications in the consolidated proceeding the application of The Hampden-Hampshire Corp., Holyoke, Mass., and Pynchon Bcstg. Corp., Springfield, Mass.; and ordered that the applications of Atlantic Radio Corp., Bristol Bcstg. Corp. and The Fairfield Bcstg. Corp., each requesting the use of 550 kc, be continued in a hearing status to be considered separately from the other two applications with which they were heard;

At the same time the Commission announced a proposed decision (Comrs. Webster and Hennock not participating; Comrs. Hyde and Sterling dissenting in part), looking towards grant of the application of The Hampden-Hampshire Corp., to change the facilities of station WHYN Holyoke, Mass., from 1400 kc, 250 w, unl to 560 kc, 1 kw, unl. DA, and denial of the application of Pynchon Bcstg. Corp., for a new station at Springfield, Mass., to operate on 560 kc, 5 kw, unl, DA. The proposed grant of the WHYN application is subject to approval of trans. site and ant. system by the CAA, and further subject to any interference which may be received from the operations proposed in the applications of Atlantic Radio Corp., Boston, Mass., Bristol Bcstg. Co. Inc. (WNBH), New Bedford, Mass., or The Fairfield Bcstg. Co., Danbury, Conn., in the event any of said applications are subsequently granted.

Commentator Close Back On Radio After Absence

UPTON CLOSE, commentator, has started a new series of commentaries via KFOX Long Beach, with a daily 15-minute program.

This marks Mr. Close's return to the air after an absence of almost two years. He previously had a commentary series on MBS.

At Deadline ...

FCC DELAY IN KSO SALE DRAWS SHARP REBUKE

CONTRACT for $450,000 acquisition of KSO Des Moines cancelled Friday by Tri-States Meredith Broadcasting Co., accompanied by sharp protest against FCC's last-minute call for briefs on qualifications of Paramount Pictures, 25% owner of Tri-States Meredith (earlier story page 22).

Letter being prepared to advise FCC of cancellation, pointedly calling attention to fact that contract has been awaiting Commission action for five months, that by its own terms it expired July 15 unless renewed, and that FCC's letter raising Paramount question arrived in Des Moines on afternoon contract was slated to expire. FCC had "assumed" it would be extended by mutual consent, but Tri-States Meredith on Friday notified Kingsley H. Murphy, KSO owner, it would not be.

Letter going to FCC will deny emphatically that Paramount, one of major film producers found guilty of anti-trust violations, lacks broadcast qualifications. Paramount interest in KSO case is through half ownership of Tri-State Theatres, co-owner (with Meredith Publishing Co., TV grantee for Syracuse and applicant in several other cities) of Tri-States Meredith. Letter will note that KSO transfer application has been amended to show testimony by Paramount President Paul Raibourn that he didn't know of Tri-State Theatres' interest in KSO transaction until he read it in trade publications, and that Paramount has no voice in Tri-State Theatres affairs.

Letter also expected to report that, when KSO contract was drawn, five months seemed reasonable time to give FCC to act; that Tri-States Meredith owners for five months have had $300,000 tied up on deposit pending FCC action on transfer; that they have no way of knowing whether another five months or more might not elapse before FCC acts; that in meantime FCC might grant additional stations in Des Moines and jeopardize investment in KSO. Letter also slated to cite instances in which in comparative hearings, FCC preferred applicants who have records as anti-trust violators.

FCC RURAL TV POLICY FACES OFFICIAL REVIEW

ARGUMENT that applications for rural-class television stations must go through rule-making proceedings was advanced to FCC Friday by former Assistant General Counsel Vernon L. Wilkinson, who raised question during motions hearing before Comr. George E. Sterling, who passed it on to full Commission.

Question came up on Van Curler Broadcasting Co.'s petition to amend its Albany, N. Y., television application (for Channel 9) to specify rural rather than metropolitan-class operations. Mr. Wilkinson, representing Meredith-Champlain Television Corp.'s rival bid for Channel 9 at Albany, called attention to new FCC policy which requires that changes in TV channel-allocations table be handled by rule-making proceeding. Since table lists Channel 9 for metropolitan use, he argued, consistency would require that request to use it for rural-class operation must also go through rule-making proceeding.

FCC counsel took no firm position on question, apparently feeling full Commission should decide.

NEW PROPOSED GRANT FOR CLEVELAND STATION

CLEVELAND BROADCASTING Inc., which won over Scripps-Howard in fight for new Cleveland 5-kw fulltimer on 1300 kc but then lost grant pending further hearing [BROADCASTING, March 10, Sept. 15, 1947], given new proposed grant by FCC Friday. Scripps-Howard, operating WEWS (TV) Cleveland, WCPO Cincinnati, and WNOX Knoxville, gets proposed denial.

New proposed decision continues to base preference for Cleveland Broadcasting largely on local ownership, owners' familiarity with local conditions, diversity of owners' background and experience, and non-newspaper affiliation.

Cleveland Broadcasting is FM permittee and TV applicant. Largest block of its stock (31%) is owned by President Ray T. Miller, local attorney, former mayor, and one-time special assistant to U. S. Attorney General. Minority stockholders (none more than 7%) include former Sen. Robert J. Bulkley; Second Assistant Postmaster General Paul C. Aiken, 1936 and 1940 director of Democratic National Committee's Speakers Bureau; Alvanley Johnston, Grand Chief Engineer of Brotherhood of Locomotive Engineers, and Alexander F. Whitney, president of Brotherhood of Railroad Trainmen.

BAKER REJOINS WKBW

APPOINTMENT of Roger Baker, manager of KOB Albuquerque and native of Buffalo, as commercial manager of WKBW Buffalo, announced Friday by Dr. Clinton H. Churchill, president and directing head. Arthur Simon, resigned, previously had served as both general and commercial manager. Mr. Baker originally was with WKBW in 1928, and during 11-year tenure had been program and sports director. Afterward he joined WLW Cincinnati, and last year became manager of KOB.

SWERL BUYS SEGMENT

FINAL 15-minute segment of *Stop the Music*, ABC Sunday night show, sold last week to Swerl Products Division of Allied Chemical & Dye Corp., effective yesterday (July 18) for nine weeks. Agency, Maxon Inc., Detroit. Eversharp is scheduled to assume sponsorship of 8:15-8:30 period when Swerl contract expires. Other program sponsors: P. Lorillard Co. (Old Golds) and Speidel Co.

GREENVILLE TV PETITION

WFBC GREENVILLE, S. C., applied to FCC Friday for television station on Channel 10 (192-198 mc) with 27.8 kw visual and 13.9 kw aural powers. Initial construction costs estimated at $219,500; first year's operating costs $72,000; first year's revenues $50,000. It's only pending application for only channel tentatively allocated for Greenville.

BMB MEMBERSHIP HITS 706

TOTAL Broadcast Measurement Bureau membership reached 706 last week, with announcement of several new stations. In addition to four nationwide and four regional networks, members include 596 AM, 97 FM and five television stations. Many FM outlets have subscribed under new combination subscription plan.

BOSTON YANKS TO BE ON TV

OWNERS of Boston Yanks pro football team have agreed to permit television coverage of home games by WNAC-TV Boston, starting with season opener against Green Bay Packers night of Sept. 17. Agreement is for 1948 season only and is in nature of trial run.

FCC CANCELLATION POLICY

GROWING NUMBER of voluntary cancellations of broadcast grants, particularly FM and AM, reflected Friday in decision of FCC to give its secretary power to grant AM, FM, or TV cancellation requests.

Closed Circuit

(*Continued from page 4*)

participate actively in clear channel fight was seen in his attendance at Clear Channel Broadcasting Service strategy meeting at Palmer House in Chicago scheduled for today. WJR Detroit is only 1-A clear channel station of Richards triumvirate.

ERWIN WASEY & Co., New York, planning nationwide spot campaign for Seeck & Kade (Pertussin cough medicine) to start in September. Both major and minor markets to be used. Contract will run for 26 weeks on station breaks and participation shows.

FRIENDS of Edwin R. Borroff, who resigned as vice president of ABC's Central Division six weeks ago, expect him to launch own station representative business in Chicago next fall. Mr. Borroff has conferred with MBS President Edgar Kobak as to possible Mutual connection, and Walter Evans, president of Westinghouse Radio Stations Inc., has urged him to join Free & Peters, which will represent WRSI stations after Jan. 1.

CONFLICT of NAB 16th District meeting Sept. 21-22 at Los Angeles with NBC affiliates convention in Sun Valley Sept. 22-25 expected to bring change in district meeting date. Ca Smith, district director, to make decision this week during NAB indoctrination course for new directors.

BIDS for combined television package of 1 home games of USC and UCLA, Los Angeles, are to be in by end of this week.

THOUGH neither ABC nor NBC is prepared to confirm possibility, each is studying definite proposed contract for production of television film by Hal Roach Studios, Hollywood.

ASSN. of American Railroads is considering institutional network program using music-review format. Agency is Benton & Bowles.

IT'S OPEN secret in official circles that Commissioner E. M. Webster isn't happy about FCC operating structure. There's talk that he'll resign before his term expires next June 30 unless FCC is divided into separate panels so he can devote his main energies to safety and special services. He ducks controversial broadcast matters whenever he can.

ABOUT mid-September, WHN will become WMGM, connoting Metro-Goldwyn-Mayer ownership. Sister FM station now WMGM, will ad suffix FM. Shift will follow removal of station from Broadway location to 711 Fifth Ave., first headquarters of NBC.

"The KMBC-KFRM Team HAS PROVED ITSELF!"

JAMES R. REESE ADVERTISING CO.
LAND BANK BLDG. • 15 WEST TENTH ST.
VICTOR 5259
KANSAS CITY 6, MO.

May 28, 1948

Mr. Arthur B. Church, President
Radio Stations KMBC-KFRM
Kansas City 6, Missouri

Dear Arthur:

I believe you will be pleased to know of the very quick and continued response we have received on the Peters Serum Company program on the KMBC-KFRM Team, Monday through Friday, at 6:25 a.m., featuring Bob Riley and Livestock Market reports.

First of all...our returns in actual sales took an immediate jump...Furthermore, we have had continued sales on the items offered, and results have been more than gratifying--in fact, amazing!

I would say that the KMBC-KFRM Team has proved itself beyond any need of qualifying this strong statement in any way...not all sales increase has come from your primary market coverage area, but from as far away as Nebraska, Oklahoma and Arkansas markets which we did not expect to cover with KMBC-KFRM.

Mr. W. G. Peters, president of Peters Serum Company, has told me "We can only credit the KMBC-KFRM Team with these sales, for they could not have originated from any other source. ... For this reason we have extended our contract for this five-day week series indefinitely

Very truly yours,

J. R. Reese

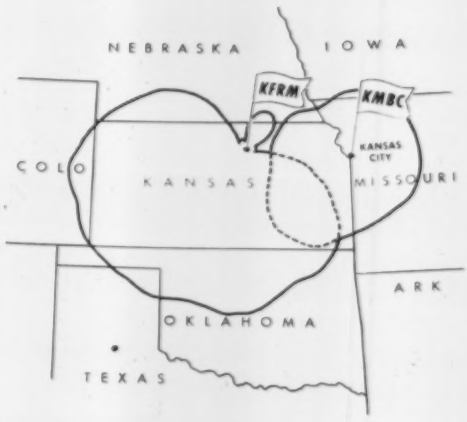
James R. Reese Advertising Co.

RADIO — FARM PAPERS — NEWSPAPERS — BUSINESS PAPERS — OUTDOOR — DIRECT MAIL

The KMBC-KFRM Team Serves 3,659,828 People

Here's but one of a number of advertisers who are finding satisfaction in utilizing the KMBC-KFRM Team. The Team completely covers the enormous Kansas City Trade area. This exclusive, custom-built coverage offers simultaneous, complete and economical coverage of this great Middlewestern area.

This extended coverage, made possible by the addition of KFRM, is unique in broadcasting. It's important to YOU as an advertiser! With programming from KMBC of Kansas City, capital of the area the KMBC-KFRM Team permits ONE broadcaster to blanket the trade territory. The proved 0.5 mv/m contour, as illustrated, boosts the potential audience of The Team to 3,659,828 people... and, they are all important consumers in this rich Heart of America market.



KMBC
of KANSAS CITY
5,000 on 980

7th Oldest CBS Affiliate
Represented Nationally by
FREE & PETERS, INC.

KFRM
for KANSAS FARM COVERAGE
5,000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY